

M. L. PETERSON

(This is the second in a series of weekly articles written by prominent Palm Springs residents for The Desert Sun. This series will bring to the readers of this newspaper throughout the season the worthwhile viewpoints and ideas of prominent villagers on various subjects of interest. The writer in each case chooses his own subject, and the column that week is his own to do with as he sees fit. The column this week belongs to M. L. Peterson, a new villager and Executive Secretary of the Palm Springs Chamber of Commerce.)

It has been said that the distinguishing mark of genius lies not in the ability to find new material but in imparting new life to whatever it discovers; new or old; not in creating its own fuel, but in fanning its collected fuel into a flame.

To me, Palm Springs' collection of fuel is enormous and can be formed into a flame of such proportions and warmth that it will reach out and touch unbelievable numbers.

I sincerely believe that the atmosphere of friendliness and warmth, informality and good fellowship of Palm Springs are not fully realized or appreciated by the American public. Combining these with its outstanding scenic beauty and climate, we of Palm Springs really have something to sell.

Our selling job is to let every potential resort and health seeker become so Palm Springs conscious that Palm Springs will be the first place considered before making plans for the winter season. There is a market at all times for health and happiness. Not long ago we had guests from eastern Washington who came to visit us (not to visit Palm Springs). Now, I believe they will return to visit Palm Springs and seeing us will be included in the trip. They remarked, "It hadn't occurred to us to consider Palm Springs, but certainly it has more to offer than Arizona." They are frequent visitors in Arizona. Unquestionably there are literally hundreds in our forty-eight states who would make the same remark. There lies our potential market. It should be our aim to touch every one of these people by selling them the privilege of relaxation, fun and happiness.

In order to do this we need the active support and cooperation of every Palm Springs concern. Large or small, the active interest of each and every person means developing that which we have to sell. Profitable advertising is the kind that gets down to brass tacks and gives good reasons to the prospective buyer for exchanging his money for Palm Springs health and happiness. Then, when he has exchanged his money for these two intangible products, he must leave Palm Springs feeling that he has received even more than advertised. Here is where active support, interest and hospitality of the community will produce profitable advertising. Such a planned program executed to the best of every one's ability must produce profits for all, losses for none.

In the Chamber of Commerce office, it will be my earnest endeavor to serve Palm Springs to such an extent that it will not occur to our guests to spend a winter elsewhere.

It is generally believed today that fear, timidity and uncertain thinking offer a rare opportunity to the resolute and alert to advance—and more, lay the foundation for future advances, thus gaining extraordinary advantage. Palm Springs is, I believe, at the threshold of such an opportunity.

Local Man Is Badly Injured by Exploding Bottle

Maury M. Pavy of Pavy's Trailer Mart, 1001 South Palm Canyon Drive, was seriously cut about the head and chest last Sunday noon when the bottle that he was attempting to fill with water at a local gasoline station burst from the water pressure.

Mr. Pavy was filling a five-gallon bottle with water from a faucet at a filling station in the neighborhood of his trailer mart. The faucet had been shoved into the mouth of the bottle and the water pressure caused the bottle to burst, throwing broken glass in Mr. Pavy's face. He received serious cuts over the left eye, on his chest and on his right wrist. He also suffered minor abrasions.

He was rushed to the office of Dr. P. A. Staley for treatment. Mr. Pavy was laid up for several days, but is now improved.

Pioneer Newspaper
Established in 1927

All The News... First

Covers Palm Springs
and Cathedral City

The Desert Sun

Of Palm Springs, California

Dedicated to the GROWTH, DEVELOPMENT, and CONSTANT IMPROVEMENT of AMERICA'S FOREMOST DESERT RESORT

Vol. XIII.—No. 10.

Friday, October 6, to Friday, October 13, 1939

Price Five Cents

ZONING HEARING OCT. 17

The final hearing before the city council on the proposed new zoning ordinance for Palm Springs has been set for Tuesday, October 17, at 10:00 a.m. The hearing will be held in the council chambers at 480 North Palm Canyon Drive.

This proposed new zoning ordinance, if passed by the city council, will replace the present temporary emergency ordinance passed soon after the city was incorporated. The final revision of the proposed ordinance has been handed to the council by the planning commission, which has O.K.'ed it as it now stands.

All residents with zoning problems are urged to attend the hearing on the morning of Oct. 17 in order to present their problems to the city council at that time.

Tennis Meet In Nov. for Villagers Only

Under the sponsorship of the City Board of Recreation, the first annual fall tennis tournament for residents of Palm Springs only will be held in November on the Board of Recreation courts at the high school.

There will be both a junior and senior tournament. These will be open only to persons who have resided in Palm Springs for at least one year.

The preliminaries and semi-finals of the tournament will be played over a period of several days on the high school courts. The finals will be held Saturday, Nov. 18. Several trophies will be awarded, including one trophy for each the junior and senior tournament that must be won three times to be kept.

Benefit Dance

Trophies will be awarded at a big benefit dance, sponsored by the Recreation Board, at the grammar school on the night of Nov. 18. This dance will be given to raise money to light the Recreation Board tennis courts for night playing.

Morris Richardson, principal of the high school, is tournament chairman. Entries can be placed with him at the high school or with Joe Henderson at the Palm Springs Sporting Goods, next to the bowling academy. Joe Henderson is also a tournament official.

NEW UNIFORMS FOR GARBAGE COLLECTORS

The Palm Springs garbage collectors, under garbage contractor Harry N. Williams, this week blossomed out in their new uniforms. These uniforms are a big improvement—the men look more neat and businesslike.

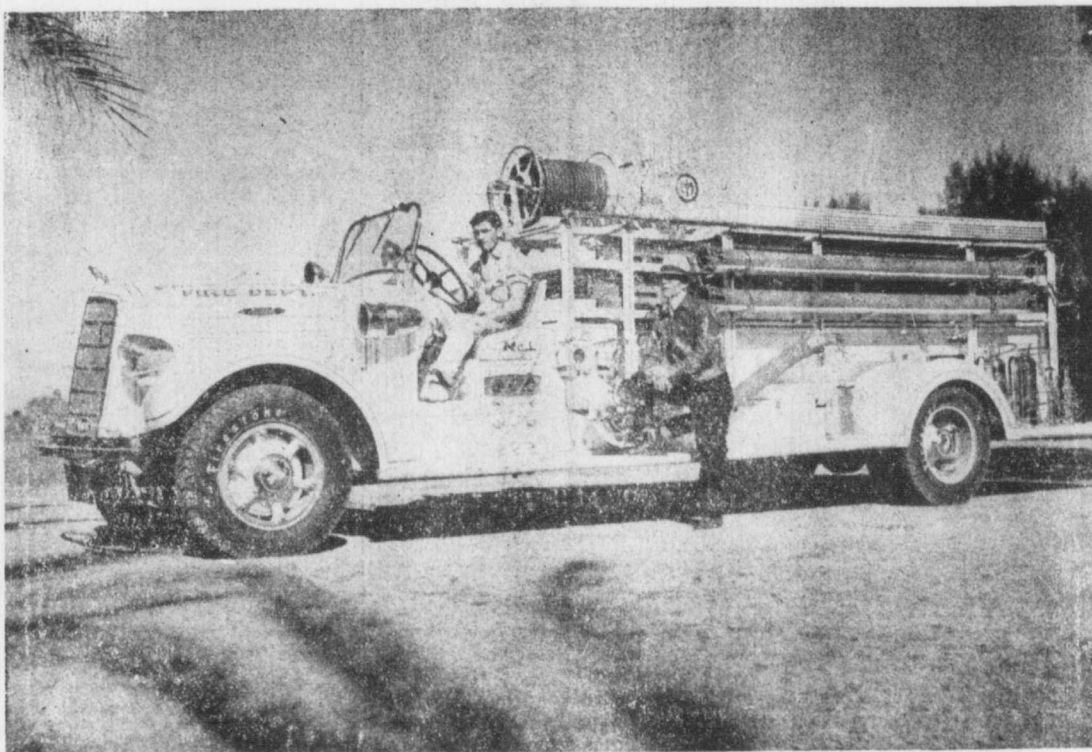
The new uniforms of the sanitation department employees are brown in color and consist of khaki pants and shirt and brown cap.

Charles Correll of the radio team of Amos and Andy was in town last week arranging to lease his home to the Harry Greens of Oakland who have been guests at El Mirador a number of seasons. Mr. and Mrs. Correll will remain in Los Angeles this winter.

Council Meeting Next Wednesday Morning

The next meeting of the city council will be held Wednesday morning, Oct. 11, at 8:30 o'clock, in the Council Chambers at 480 North Palm Canyon Drive.

FIRE PREVENTION WEEK, OCTOBER 9-15



Next week is National Fire Prevention Week, Oct. 9-15, during which time individuals, corporations and cities throughout the United States survey their local fire conditions with the end in mind of improving them if possible. Above is Palm Springs' \$10,900 Mack fire truck which quickly extinguished small fires and thus prevents a large fire from ever becoming a reality here.

Citizens of Palm Springs are welcome to call at the fire station on Palm Canyon Drive to inspect this modern Mack truck and the other up-to-the-minute equipment of the local fire department, which is probably the finest and most efficient fire-fighting equipment to be found in any community the size of this. Fire trucks used in the largest cities are no better than the one shown above.

In the photograph above Fire Chief Bill Leonzio of the Palm Springs Fire Department is shown at the wheel of the truck, and standing beside the truck is Fire Commissioner John Kline.

The department also has a La France fire truck and an emergency or chief's car. The emergency car is a very important unit of the department; it is equipped with a small extension ladder, gas masks, stretcher, resuscitator and inhalator with an aspirator attachment with six tanks of oxygen; a home light generator that furnishes power for floodlights and other important equipment.

All this fine equipment is a big factor in protecting the village from the ravages of demon fire.

Juvenile Fugitives in Local Jail Charged with Stealing Car Here

Lodged in the Palm Springs jail, charged with "grand theft auto," are Pete Pazsky, 15, and George Buxton, 15, juvenile delinquents and fugitives from a juvenile home at Bakersfield, who police claim on the night of Thursday, Sept. 28, stole the Ford coupe belonging to William Prendergast from the Prendergast's front yard.

The Ford coupe owned by Mr. and Mrs. William Prendergast of Palm Springs was stolen on Thursday night of last week from the front yard of their residence—only three days after they had purchased the car from Schilling Motor Sales.

The car was a 1938 Ford. It was stolen between the hours of 10:00 a. m. and 6:00 a. m., right from under the very window of the Prendergast's bedroom.

The theft was reported to Palm Springs police about 6:00

(Continued on Last Page)

Pendery, Hoagland Appointed to Planning Body

The recent appointment of Dr. Henry Hoagland and Horace Pendery to the City Planning Commission by Mayor Philip L. Boyd was approved by the city council during its meeting on Wednesday night.

Dr. Hoagland and Mr. Pendery succeed John R. E. Chaffey and Richard Outcalt, whose terms have expired, and have been appointed to serve for a period of four years.

Dr. Hoagland is an "oldtimer" here and has worked long and hard for the growth and betterment of the town. Mr. Pendery is a newcomer to Palm Springs, but since moving here from Banning, he has been active in civic affairs.

Horace Pendery has purchased a home here. He is an officer in the Property Owners Association and was an active member of the Citizens Committee for Incorporation.

Ships 50 Fish From Oregon to Friends Here

Frank Doro, foreman for the Nevada-California Electric Corporation in Palm Springs, was out in a company truck early Tuesday morning delivering fish, expressed to him from a friend in Oregon, around to the homes of various of his villager friends—and incidentally leaving four at the office of The Desert Sun for your truly.

The fish, bass and other varieties, were caught and shipped to Frank Doro by Franklin J. Groth, who resided in Palm Springs last season at 695 Paseo El Mirador. Mr. Groth is on an extended fishing trip into Oregon, and he caught these fish at Darling's Siltcoos Lake resort, five miles south of Florence, Oregon.

Mr. Groth sent fifty fish to Mr. Doro to distribute to friends. They were packed in ice and arrived on the desert as fresh as the day they were pulled from the chill waters of the Oregon lake. In a letter to Doro Mr. Groth states that a few days ago he expressed a box of 60 fish to a friend at McFarland, California, so he must be enjoying excellent fishing in Oregon.

Mr. Groth has sold his home on Paseo El Mirador here, but it is reported that he and Mrs. Groth will return to the village this winter just the same.

DROPPED "L" OUT OF VALUES

When the Printer's Devil carried the forms to the press today, the letter "L" dropped out of the word "values" in DeVine's Market ad on page 9 of this issue, and the entire run was made before the error was noticed. Maybe that is it should be, for Johnny DeVine says he is knocking "L" out of prices at his market.

Local Insurance Agents Tell of Fire Prevention Week

Next week is National Fire Prevention Week, Oct. 9 to 15, and prominent fire insurance agents of Palm Springs in a full page advertisement in this issue of The Desert Sun inform the people of the village concerning this important annual event.

It is appropriate that the local clean-up campaign, now in progress, should come during National Fire Prevention Week. Clean premises and clean vacant lots, free from weeds, rubbish, etc., are an important factor in fire prevention.

Local firms cooperating in bringing Fire Prevention Week to the attention of residents of Palm Springs are the following prominent Palm Springs insurance agents: John W. Williams, Alvin Weingarten, Kocher-Samson Insurance Service, Peter B. Sheptenko's Palm Springs Insurance Agency, R. Hillery of Cathedral City, McManus Realty Company, I. S. "Mike" Flavin and Rufus J. Chapman, Richard W. "Dick" Haas, associate.

Clean-up Campaign Still on

The first two weeks of October are "clean-up week" for Palm Springs residents. During this big city clean-up campaign now in progress residents are urged to clean their vacant lots, residential premises, parkways, business establishments, etc., in an effort to make this the cleanest city in the United States.

The city is doing its part too. If rubbish gathered in cleaning yards, lots, etc., is placed at the edge of the street in containers, the city will pick up the refuse, free of charge, and haul it away. The city has asked that the containers not be so full that they are difficult to lift.

This free rubbish collection is in effect during the clean-up campaign only.

The first issue of the Palm Springs News for this season will be issued on Thursday, Nov. 2, it was announced this week by Ben Jaffe, owner of that publication.

The Tourist Dollar Makes Palm Springs Prosperity, Says Experts

(Exclusive to The Desert Sun)

"Palm Springs merchants and hostleries will ride the crest of the fast-approaching wave of Tourist Dollar Prosperity, if the right people throughout the United States and Canada are properly informed concerning the wide range of pastimes, pleasures, health environment and guest accommodations available here this year," Horace W. Cutler, director of International Traveldata, travel bureau counselors, stated today in an interview during the travel survey he is making for the Palm Springs area.

100 Will Take Vaqueros Ride Oct. 25-29

The second annual trek of the Vaqueros del Desierto will get under way from Rogers Stables here in Palm Springs at 10:00 a. m. on Wednesday, Oct. 25, with a large crowd of outdoor enthusiasts slated to be on deck for the ride across the desert.

The five-day ride will leave from Rogers Stables, and as the plans stand at the present time, the first stop will be at the Deep Well Guest Ranch, where the riders will enjoy lunch. The ride will be led by either Trav Rogers or Frank Bogert, probably by Bogert.

More than 100 persons have made application to go on this season's ride; but as the Vaqueros del Desierto is limited to only 100 riders, a full complement is assured. Seventy went on last year's ride.

To what point the riders will journey before returning again to Palm Springs on the following Sunday has not as yet been announced, although it is said that this point has definitely been decided upon already. Last year the riders camped the first night at Devil's Garden, the second night at Coyote Holes in Yucca Valley, the third night at Key's Ranch, the fourth at Thousand Palms Canyon—arriving back in the village on the fifth day.

Among the many celebrities enjoying last season's ride across the desert were Lewis Stone and John Boles. Many famous personages are expected to take the five-day excursion this month.

Sam Buckingham is el presidente (president to you) of the Vaquero band, Cliff Meade is vice-president.

The riders will return to Palm Springs on Sunday, Oct. 29.

C. of C. Board Meeting Held Thursday

An unimportant meeting of the board of directors of the Palm Springs Chamber of Commerce was held Wednesday afternoon in the Chamber offices on North Palm Canyon Drive.

The meeting was slated to start at 2:00 p. m., but enough board members to hold a meeting did not show up before 2:45 p. m.

It was voted to pay certain bills and general plans for the season were discussed. Also beautification of the interior of the Chamber offices was discussed.

Attending the meeting were the following: President Charles B. Hinkle, Culver Nichols, Harold Hicks, Alvah Hicks, A. J. M. Gardiner, Frank V. Shannon, Warren Pinney, George Roberson and Executive Secretary M. L. Peterson. Frank Bogert was a visitor at the meeting.

BOY SCOUT MEETING MONDAY NIGHT

Boy Scouts of Troop 39, Palm Springs, will hold a regular Scout meeting Monday night, Oct. 9, at 7:30 o'clock.

The meeting is slated to be held at the Scout Hut on Sunny Dunes Road.

The Tourist Dollar, as determined by a nationwide research by International Traveldata, means that every tourist who comes to the Palm Springs area leaves each one dollar here as follows:

Hotels, Apartments and Bungalow Courts	20c
Restaurants, Groceries, Markets, Drugs	21c
Souvenirs, Gifts, Films, minor car repairs	25c
Transportation Costs, Gasoline, Oil	20c
Amusements, Sightseeing, Games, Recreation	8c
Confectionery, Dates, Fruit, Nuts	6c

"To cash in on your share of the coming influx of millions of Tourist Dollars this year to Palm Springs, it is vital that every merchant and supplier of guest accommodations solidly support a central, business-getting organization, run for the benefit of all."

"This, in your case, is the Palm Springs Chamber of Commerce and its Press Relations Bureau under the executive direction of M. L. Peterson, a business and professional man of vast experience in the field of resort promotion."

(Continued on Last Page)

El Paseo Market Opens Monday

El Paseo Market, under the personal management of Clarence Bosworth, will open on Monday, October 9th.

Charles and Clarence Bosworth have combined their two markets under the name of Charles N. Bosworth, pioneer grocerman of Palm Springs, and they will be operated under the name of Bosworth's El Paseo Market and Palm Springs Market. Clarence Bosworth, junior member of the firm, is the executive head of the firm, and does the buying for both stores.

Charles Bosworth came to Palm Springs about 12 years ago and purchased the grocery department from C. G. Lykken. Since that time he has enlarged his store frequently. Two years ago he moved to his large new building on Indian Avenue, just east of the Bank of America. The Palm Springs Market has been open all summer.

About five years ago he established El Paseo Market and placed his son, Clarence, in charge. El Paseo Market will have an exceptionally large stock of exclusive brands of high grade groceries this year as well as the staple lines, and the same prices will prevail here as for the same brands in Los Angeles stores.

WERTHEIMERS NOT TO OPERATE THE DUNES AND COLONIAL HOUSE

It was announced in the Los Angeles Times this morning that Al Wertheimer and Thelma Wertheimer will not resume operation this season of the swank Dunes Club, near Cathedral City, nor the exclusive Colonial House, located on Indian avenue in Palm Springs.

MRS. HAROLD BROWN RETURNS FROM WYOMING VACATION

Mrs. Harold Brown, wife of the new operator of the El Paseo Pharmacy, arrived in Palm Springs this week from a vacation in the Jackson Hole country of Wyoming.

Mrs. Brown has been enjoying three weeks of deer hunting and trout fishing, but says "it's grand to get back to civilization again."



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PALM SPRINGS NEEDS POLICE PISTOL RANGE

Today, when the modern criminal is highly mechanized and proficient with the use of firearms, it is of utmost importance that the successful peace officer be at least equally as skilled as the criminal at the use of weapons—not only that he may maintain law and order and protect society, but also that he can protect his own life.

For this reason Chief W. H. Bispham of the Palm Springs Police Department has proposed that he and his men lay out a regulation police pistol and rifle range at the old rodeo grounds, at the foot of the mountains behind Las Palmas Estates.

Almost all first-class police departments have a pistol range. Even little Indio east of here has a police range. These ranges are necessary in order that officers can be taught when and how to use their guns.

At a police range officers are taught to truly know guns. They learn to shoot straight under all conditions and how to correctly handle a gun in such a manner that they are not a menace to innocent bystanders.

At a regulation police range officers not only use a bull's-eye target but they also receive combat practice using a silhouette target resembling a man. In combat practice the officer learns to be quick on the draw and learns the vital parts of the body, where a shot will kill a man instantly.

And here is another important thing Chief Bispham has in mind. There are 10 special police officers in Palm Springs as well as private citizens that have permits to carry revolvers. These special officers and citizens the Chief feels should be taught how to handle a gun safely and how and when a gun should be used. A person that does not know how to handle a gun properly is more of a menace to his innocent fellows than to the criminal.

And here is another thing. If a police range is built here, the Chief is going to throw it open to the use of residents on certain days. On these days his officers will teach private citizens how to use a gun—either pistol or rifle, depending upon the interest of the individual. This would build a body of known skilled marksmen here that the police department could call upon if a real emergency should ever arise.

It will cost about \$100 to build a standard police pistol and rifle range. The money for this purpose can not be taken from regular district or city funds, but must be raised by Chief Bispham and his men in some manner. The small range fee that will be charged for the use of the range will probably maintain it after the range is once built, but how to raise the initial \$100 is a problem now facing the local police force.

It is our opinion that any person would be donating to a very worthy cause that would send a check to Chief Bispham and his boys to aid them in building a police range here.

LETTER OF THANKS

Palm Springs, Calif.
 October 3, 1939

Merrill Crockett, Chairman,
 Palm Springs City Board of Recreation
 Palm Springs, California.

Dear Mr. Crockett:

By action of the Board of Directors of the Palm Springs Lions Club, I have been instructed to write you expressing the deep appreciation of the Palm Springs Lions for the splendid work that you and your board have done this summer in the matter of a city recreation program.

The installation of a lighted nightball field and the successful management of a program of organized nightball games is an accomplishment of which you should be justly proud. Since our return to Palm Springs this season we have heard many comments made as to the splendid way in which this nightball program has been carried on. The large attendance speaks well of the interest of all summer residents of Palm Springs.

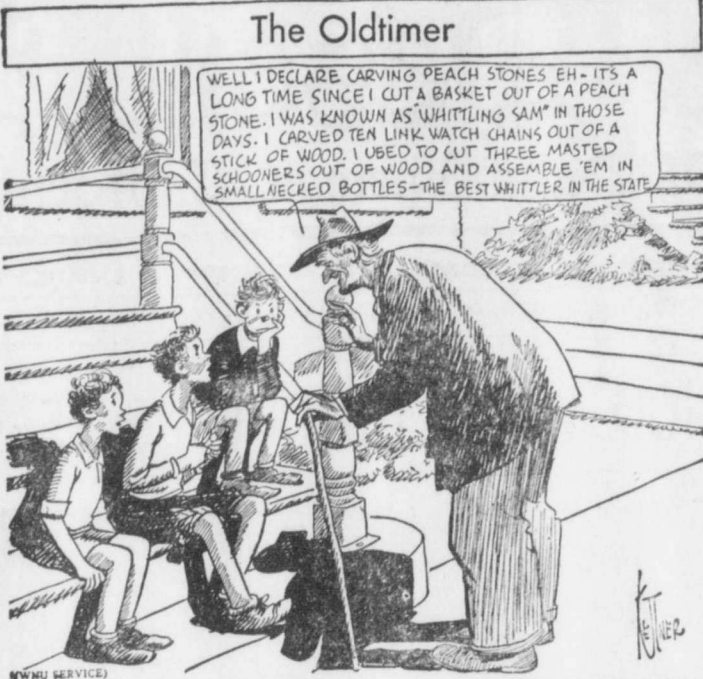
The Lions Club of Palm Springs wishes to assure you of their undivided support in any future activities the Palm Springs City Board of Recreation may undertake.

Very sincerely yours,

(Signed) Dr. Russell M. Gray, President
 Palm Springs Lions Club
 By Morris F. Richardson,
 Secretary

COULD SUCH A THING HAPPEN?

Imagine this situation if you can. On a stated day the 130 million citizens of the United States are gathered together in one place. In the foreground is a huge pit. A line of trucks bearing



\$254,000,000.00 in United States currency carry their loads to the edge of the pit and dump them in. The money is saturated with gasoline and a match applied. As this fortune goes up in smoke, 10,000 people from the crowd are seized and shoved into the burning pit.

After the holocaust is over it is found that thousands of factories, homes, farms, hospitals and public buildings no longer exist and thus an army of men are thrown out of work. Cities and states are forced to raise their tax rates to compensate for the property which no longer pays its share of the cost of government. Thousands of families are left in want and forced to start all over again their struggle for material prosperity and financial independence.

Could such a thing happen? If it did, every newspaper in the civilized world would carry scareheads. It would become the main topic of conversation in a hundred nations. It would be denounced as the greatest crime in history.

Yet in effect, this result actually occurs annually in the United States. Very few people give it any particular thought because it doesn't happen at a given moment on a given day—it happens throughout the space of a year. It represents our national fire bill.

It makes no difference whether the waste of life and economic resources occurs within an hour or over a period of time. The effect is identical. The loss is as complete.

What will you do about this tremendous loss of life and property? Will you let things go on as they are or will you do your part toward creating a better fire record? America must become fire conscious—Observe National Fire Prevention Week, Oct. 9-15.

SOMETHING TO THINK ABOUT!

Every time the second hand of your watch ticks off twenty seconds, somewhere there is a fire.

You, and everyone you meet or talk to or know will help pay for a fire today. The cost of fire goes into every budget.

You may not think it's your fire, but it is. You may not suffer a direct property loss, but nevertheless your pocketbook will feel the strain. You pay the taxes that pay the fire department. You have to help finance a water system. In fact, every time you buy anything you are paying part of the cost of fire, for in the selling price is included the item of fire insurance.

Three fires a minute—every hour of every day! In 1937 our national fire bill was two hundred and fifty-four million dollars! Don't forget you are paying your share. What are you going to do about it? Observe National Fire Prevention Week, Oct. 9-15.

Big Party at Rogers Stables Night Oct. 21

Rogers Stables opened recently with a string of 20 horses already on deck there to serve the horse-minded public—and Rogers Cantina (cocktail bar) is slated to open next week.

Trav Rogers has 105 fine horses, but the entire string will not be brought here until the season is well underway. Mark Cantrell is back again this season as manager of Rogers Stables, and about the same personnel will be back again this year. Trav Rogers stated yesterday.

A gala formal-opening party will be held at Rogers Cantina Saturday night, Oct. 21. Much entertainment and fun is being planned for this big "shindig."

This season Rogers Stables will feature night activities in the lighted ring—military drills, gymkhanas, etc.

Trav Rogers, owner of the stables, has returned for the winter and is building a fine new home in the Nichols Properties.

Brown: "So your son had to leave college on account of poor eyesight?"

White: "Yes, he mistook the dean of women for a coed."

George Foldesy Returns for Season

George Foldesy, pioneer Palm Springs citizen and beloved owner of the well known Palm Springs Hotel, arrived back in the village this week for the season. Mr. Foldesy spent the summer at Oakland.

Mr. Foldesy is the father of Bill, Margaret and Irene Foldesy, all of whom help to operate the Palm Springs Hotel.

SALLY SERPA, OPERATOR EL MIRADOR BEAUTY SALON RETURNS FOR SEASON

Miss Sally Serpa, who operates El Mirador Beauty Salon, has returned from a month's tour in the North. While away she attended the Beauty Style Show at the Palace Hotel in San Francisco. Miss Serpa has been vacationing all summer and is prepared for a very busy season.

The heroism of self-forgetfulness is common only to those most uncommon of mortals mankind venerates as saints.

Many a headline hunter Will grieve this proudly sin, When public mortification Eventually sets in.

P. S. Fuel Co. Now Open For Season

The Palm Springs Fuel Company, located on Sunny Dunes Road near the Builders Supply Company, opened this week for business. This season owner Frank Read has a partner in his fuel business, namely Lee Deitch, a resident of the village for many years.

The Palm Springs Fuel Company handles all kinds of fuel. All orders are filled promptly the same day as received, according to the owners.

Mr. Read spent the summer in the mountains, cutting wood for the fuel concern.

CIVIL SERVICE EXAMINATIONS ANNOUNCED

The United States Civil Service Commission has announced open competitive examinations for the positions listed below. Applications must be on file with the Commission at Washington, D. C., not later than October 23, if received from states east of Colorado, and not later than October 26 if received from Colorado and states westward.

Principal industry committee adviser, \$5,600 a year, senior industry committee adviser, \$4,600 a year, and industry committee adviser, \$3,800 a year, Wage and Hour Division, Department of Labor. Except for the substitution of additional experience for college education, applicants for these positions must have completed a 4-year college course, and must have had certain highly responsible and successful experience in large industrial concerns, or in connection with labor problems, or as arbitrator of industrial disputes. For the principal and senior grades applicants must not have passed their fifty-fifth birthday, and for the full grade they must not have passed their fifty-third birthday.

Medical guard-attendant, \$1,620 a year, medical technical assistant, \$2,000 a year, U. S. Public Health Service. For medical guard-attendant applicants must have been graduated from a recognized nursing school, or must have been honorably discharged after 3 years of service from the Army or Navy Medical Corps. For medical technical assistant applicants must meet the requirements for guard-attendant and must have had training or experience in clinical laboratory technique, pharmacy, or X-ray laboratory technique. They must have reached their twenty-fifth but must not have passed their fifty-third birthday. These age limits will not be waived in any case.

Full information may be obtained from Postmaster John White, at the postoffice in this city, or from the Secretary of the U. S. Civil Service Board of Examiners at any first- or second-class postoffice.

Announcing The Opening

VILLAGE TOGGERY

OPPOSITE PALM SPRINGS HOTEL

— ON —

SATURDAY, OCT. 7

Something NEW....???

... at ...

PALM SPRINGS BOWLING ACADEMY

FUN and PRIZES FOR ALL

Watch Low Average Bowler . .
 Win High Prize

Here Now!

1940 DE LUXE FORD V-8



22 important improvements

It's here now!—The new 1940 De Luxe Ford V-8 with new style, new roominess, new convenience, new comfort and with 22 important improvements! See it for yourself! Find out how much more the new FORD cars offer in 1940!

Including—

New interior luxury • Finger-Tip Gearshift • Controlled Ventilation • Ride-stabilizer • Improved spring suspension • More leg room, more seating comfort • Sealed-Beam Headlamps • Triple-cushioned comfort and new riding ease . . . and 14 others. See them at our showroom!

SCHILLING MOTOR SALES
 NORTH PALM CANYON DRIVE PALM SPRINGS

SEE IT Here!

Villager to Hunt Grizzly Bear With Buffalo Rifle

Harry Mann of Palm Springs, prominent Southern California gun collector and proprietor of the Sportsmen's Headquarters Rifle Range here, will leave the village on Tuesday, Oct. 10, on a 5-game hunting expedition into the wilds of Montana. As Mr. Mann usually does when it comes to hunting, he plans to kill his big game the hard way—he is only taking along guns of the type used by frontiersmen of the 1860's.

Mr. Mann will motor north in company with Frank Sincovek of the Lake Arrowhead police department, a native of Livingston, Montana, and a big-game hunter of no mean ability. They will hunt in the vicinity of Gardner, just outside the northern boundary of Yellowstone National Park—a wild and rugged country abounding with game.

Deer, elk and bear hunting seasons all open Oct. 15 in Montana, so the local sportsman is of the opinion that he and his companion should be able to bag at least one of these animals. They plan to stay away from Southern California up to three weeks if necessary to get their game.

Use Buffalo Gun

Harry Mann is well known as a collector of ancient firearms. He has one of the finest collections of old guns in the Southland on display at his rifle range on North Palm Canyon Drive. As is his habit, he will use only old-time guns on this hunting expedition.

The big-game rifle that Harry will use on this expedition is a .45 calibre Sharps "Buffalo Special," manufactured in 1868. This is the type of gun credited with exterminating the buffalo and is the type used by Buffalo Bill Cody. It is only a single shot but is said to be more powerful than the modern .45 calibre rifle.

Harry has been kidded so much by local hunters about going grizzly bear hunting with a single shot, that he has decided to take along an ancient revolver as added protection in case the single shot does not drop the bear in its tracks. Local sportsmen have cautioned Harry that if the one shot fails to stop the grizzly, the bear would probably charge him, and he might be seriously injured. With this in mind, Harry has decided to supplement the rifle with a heavy .45 calibre Colt "frontier" six-shooter of the 1860's. This pistol was famous in the early history of the West.

Wells-Fargo Pistol

The particular pistol that Mr. Mann is taking with him was owned by the Wells-Fargo Express Company, and is so marked. With this hard-hitting revolver, he will be safe if the rifle fails to stop the bear.

The local man will carry his ammunition in an old bandoleer, a brown leather belt worn over the shoulder and across the breast, as did the plainsmen of old. They will pack into the Montana wilds to make their hunting camp. If they kill game, they will hang it up in a tree to freeze, and then wrap it in burlap. Thus prepared, it will keep till they arrive back in the Southland.

Good Hunters

Harry Mann is very proficient hunting with ancient guns. Over this week-end he went hunting for dove in the Imperial valley, using a double-barreled muzzle-loading 12-gauge shotgun, manufactured some time after 1850. This is the second limit of dove he has bagged this season with that same old gun.

Ruby Mann, his wife, will operate the Sportsmen's Headquarters Rifle Range while Harry is big-game hunting.

N. Y. Journalist Guest at Palm Springs Hotel

"Hy" Gardner, crack journalist of the daily Brooklyn Eagle who Wednesday of this week was featured in Ripley's "Believe It Or Not" in daily papers throughout the United States, was a guest this week at the Palm Springs Hotel.

Under the heading "Hy Gardner's High Hat!" Ripley claims that Columnist Gardner paid over \$138 during a five months period to check his hat. Ripley points out that Gardner kept an accurate record of all hat check tips.

An Irishman was telling his friend of a narrow escape in the war. The Irishman said, "The bullet went in me chest and came out me back."

"But," said the friend, "it would go through your heart and kill you."

"Me heart was in me mouth at the time," said the Irishman.

Happy Birthday Ted Wroughton

Ted Wroughton of the Desert Garden Date Shop was off to Los Angeles Monday morning to celebrate one of the big events of his life, his 21st birthday.

When Ted left the village Monday he had planned to take his "best girl" dancing at the Palomar that night, but the fire at the Palomar prevented that. He arrived back in Palm Springs on Tuesday.

Ted is one young man turned 21 since Sept. 28 that will be able to vote in the coming election. He made a special trip from Long Beach to Riverside this summer to register and make a statement of his age in order that he might vote in November.

So Ted's many friends in the village wish him "happy birthday"—and many more of them.

Drunk Driver Lands in Jail For 100 Days

Francis Joe Pavlovich, 38, of 615 East Fourth street, Los Angeles, was sentenced to serve 100 days in the Riverside county prison camp when he appeared before Judge Albert R. Hoffman Monday on charges of driving while intoxicated; and that same day he was taken to Riverside by Constable Clarence Templeton.

Pavlovich, assertedly an employee of Tony Panzich, well known Los Angeles restaurant operator, was arrested Sunday at Indian avenue and Tahquitz Drive by Officers Pitts and Joe Omlin. He had two young boys, said to be relatives of Tony Panzich, in the pick-up truck with him at the time of his arrest.

The two boys hadn't been drinking, the officers said. In fact, the two boys stated that they "don't touch it."

A pint of whiskey, half consumed, and a number of empty and some full beer bottles were found in the car by officers.

The three had left Los Angeles Sunday morning to go to Riverside for a picnic. They had come down to Palm Springs for the ride.

Pavlovich's sentence was a \$200 fine or 100 days in the county prison camp. He failed to raise the money, so was taken to Riverside.

Chamberlin Erecting Indio 32-Room Hotel

Village Contractor Charles G. Chamberlin is spending much of his time these days at Indio, where he is building a 32-room hotel for E. M. "Razz" Pendleton of Palm Springs. Mr. Chamberlin started the job early in September.

The two-story building, located on Fargo avenue, when completed will be called the Plaza Hotel. On the lower floor there will be nine store rooms, cocktail lounge, hotel lobby and an apartment. Upstairs there will be the 32 hotel rooms and a large auditorium.

The building is laid out in a U-shape. In the patio will be planted palm trees and a lawn. The hotel will be stucco with a tile roof.

The hotel has been leased to Jimmy Diamond, San Bernardino hotel operator.

MRS. W. F. DOWNS AND SON OF LONG BEACH LEASE HOME HERE

Mrs. W. S. Downs, wife of Long Beach Municipal Court Judge Wilbur F. Downs, and son, Drexel, have taken the Gordon Nicholson house at 595 Calle Palo Fierro for the season.

Drexel has entered the Palm Springs high school as a sophomore and states that he enjoys attending school here very much. Judge Downs will motor down from Long Beach to spend week ends.

The Downs family have been coming to the desert off and on for many winters. The house they have taken for the season is located in the Santa Rosa Tract.

"Good morning, Mrs. Kelly," said the doctor, "did you take your husband's temperature, as I told you?"

"Yes, doctor, I borrowed a barometer and placed it on his chest; it said 'very dry' so I bought him a pint o' beer and he's gone back to work."

A breezy laugh seldom fails to chase away the lowering clouds of gloom.

Wards Return From Enjoyable Northern Trip

Mr. and Mrs. O. M. Ward and son, John, returned to the village Sunday and opened their popular Ward's Camera Shop on Monday, following a summer at Yosemite and a recent trip to Glacier National Park.

The Wards left Palm Springs on June 15 and motored to Yosemite, where they remained until August 1. Mr. Ward did photographic work in the park.

On leaving Yosemite National Park the Wards commenced their interesting motor trip. They went first to Lake Tahoe. Then they visited in order Salt Lake City, the Jackson Hole country, Grand Teton National Park, Yellowstone and arriving at last at their final destination, Glacier National Park. While at Glacier they motored across the Canadian border into Waterton Lakes Park, the international peace park.

Mr. Ward reports that he enjoyed excellent fishing in Yellowstone.

The Wards returned to Southern California via Spokane, Seattle, Portland and the Redwood Highway, spending a week at San Francisco attending the Exposition. Arriving in Southern California, the Wards rested 10 days at Los Angeles.

Mr. Ward took a large number of beautiful color photographs on the trip and some color moving pictures. These are now in the process of developing.

This is the fifth season in Palm Springs for Ward's Camera Shop.

LITTLE JIMMY HICKS CELEBRATES FIFTH BIRTHDAY

Little Jimmy Hicks, son of Harold and Caroline Hicks, celebrated his fifth birthday Thursday with a party given in his honor by his parents at the Hicks home on Camino del Norte.

The children enjoyed the afternoon playing in the garden and adjourned to the dining room for supper late in the day.

Attending Jimmy's party were the following children: His sister, Gail, Jeremy Crocker, Susan Gardiner, Spencer and Lydia Boyd, David Kellogg, Michael Isenagle, Susan Chapman, Susan and Ann Oliver, Earl Guild and Nicky Nicholson.

PALM SPRINGS DISTRICT BOY SCOUT COMMITTEE TO MEET OCT. 11

A meeting of the Palm Springs District Committee, Boy Scouts of America, has been called for Wednesday, October 11, by A. J. M. Gardiner, chairman of the committee.

Plans for activities of local Boy Scouts and Cub Scouts for this season will be discussed. Notices will be mailed this week giving the location and time of the meeting.

Woman's Club Hold First Meeting; Inspect Clubhouse

With the returning of many villagers to Palm Springs the Woman's Club resumed its activities for the season, holding its first meeting Monday at the Community church.

The secretary, Mrs. Bacon Clifton, read the minutes of the last meeting and Mrs. John W. Williams gave a financial report. It was voted upon to purchase 150 chairs for the new clubhouse. Mrs. Pinney announced that these chairs could now be bought for \$3.05 each, and hoped that all members would be able to donate that small sum as there is only \$130.70 in the furnishing fund.

The president next gave a brief talk concerning the Woman's Club convention held at Oakland last spring which she attended. She further stated that the new booklets were now being prepared by the program committee and would be ready for distribution some time in November. Announcement was made that the Lions Club was giving a flag to the Woman's Club at the time of the dedication of their new building.

The meeting adjourned and all members present walked across the street to inspect the clubhouse which has been under construction all summer and will possibly be completed the early part of November.

All dues are now payable and should be sent to Mrs. John W. Williams, Box 73, Palm Springs.

Fame seeks out its "raters," not self-avowed "praters!"

Roberta Seaton Now in Office Of Nichols Properties

Roberta F. Seaton, well known realtor of Palm Springs and Los Angeles, will be an associate broker at the Nichols Properties office on North Palm Canyon Drive this season.

Both William J. Cross, prominent local realtor, and Mrs. Seaton will be associate brokers under Culver Nichols in the Nichols Properties office this season.

Also Barney Johnson will be back again this season as a salesman licensed under Mr. Cross. Mr. Johnson will return in about 10 days.

Mrs. Seaton spent the summer in her office at Los Angeles and has been back in the village since Sept. 15.

Mr. Cross operated this office alone last year.

HENRY WEINBERGERS BACK ON DESERT

Mr. and Mrs. Henry Weinberger have returned to their beautiful desert estate in the Merita Vista tract for the season.

The Weinbergers spent most of the summer in Los Angeles. They also enjoyed three weeks in Denver, Colorado.

"I've been thinking it over," said the husband, "and I've decided to agree with you."

"That won't do you any good," said the wife. "I've changed my mind."

NOW OPEN PALM SPRINGS FUEL CO.

FUEL OF ALL KINDS

DELIVERED TO YOUR HOME AND NEATLY STACKED WHERE YOU WANT IT.

Orders Filled Same Day

Frank Read and Lee Deitch

PHONE 4 2 9 4

OPENING TEMPORARY OFFICE OCTOBER 9th

Important Announcement---

TO MERCHANTS IN PALM SPRINGS AND ADJOINING COMMUNITIES

The National Cash Register Company

CALVIN W. GOODLOE, Representative

Will Be at El Morocco Hotel for Several Days With a Complete Line of New and Used

NATIONAL CASH REGISTERS

A National Authorized Serviceman will be here. If your register is in need of adjustment, cleaning, or relubricating, NOW is your opportunity to have work done at a minimum charge, saving traveling time and expense.

VALUABLE FREE BOOKLETS

- Better Retail Selling
- Talks to Retail Salespeople.
- Operating Expenses — showing the latest figures on operating expenses, which you may compare with your own

ALL THREE ARE YOURS FOR THE ASKING

For Information Relative to SALES - SERVICE - SUPPLIES Call

EL MOROCCO HOTEL

Phone 3304

Ask for National Cash Register Man or Leave Your Name and Number with Clerk.

Palm Springs, Cal., Oct. 7th, 1939.

DO YOU GET A DIZZY FEELING . . .

While Sun Bathing

Leading scientists say: When the human body is grounded it derives all benefits of its rays without the uncomfortable feeling of dizziness. We have installed this exclusive device with many other scientific improvements for your comfort.

Where?

—To—

THE HOUSE OF MURPHY

The Ultimate in Comfort - Pleasure
Miss Billie Murphy, Mgr.

Many an old-timer who hasn't an enemy in all the world was merely fortunate in outliving them all.

Fate's pets will not be the "jitters" who sought to gain the teacher's favor with nothing more than "the big apple."

BIG CANNED GOODS SALE AT SAFEWAY

The first canned goods sale of the fall season is now in progress at your Safeway. All varieties of canned fruits and vegetables are on sale. Just look at the low prices! Answer that urge to stock up! Visit your Safeway today!

STOKELY BABY FOODS Assorted 3 1/2-oz. can 20c	Pie Cherries Supreme Brand No. 2 12c
CHERUB MILK Evaporated 4 tall cans 23c	Harper House Pears No. 2 15c
PEANUT BUTTER Real Roast 1-lb. jar 15c	Hemet Apricots Unpeeled 3 No. 2 29c
DEVILED MEAT Libby brand 3 3/4-oz. cans 10c	Corn Country Home, Golden Or White, Cream Style 3 No. 2 27c
CORNED BEEF HASH Libby brand No. 2 can 17c	Standard Corn Cream Style 2 No. 2 21c
LIBBY VEAL LOAF Fine to slice 2 7-oz. cans 25c	Green Beans Stokely Brand French Style 2 No. 2 23c
STOKELY CATSUP Fancy 14-oz. bottle 23c	Kidney Beans Stokely Red 2 No. 2 15c
HERSHEY'S COCOA 1-lb. can 14c	Beans Las Palmas, Mexican 26-ounce size can, 15c 10c
FAMILY FLOUR Harvest Blossom No. 10 bag 29c	Standard Sugar Peas 2 No. 2 15c
	Sea Bright Peas 3 No. 2 25c
	Grape Juice Church's Brand Quart bottle 29c 16c
	Grapefruit Juice Stokely Natural can 7c
	Pineapple Juice Stokely Brand 2 No. 2 17c
	Tomato Juice Stokely Brand 3 10-oz. cans 14c

Stokely Peaches No. 2 12c

Choice of sliced or halved fruit. Buy several cans.

Pineapple No. 2 31c

No. 1 cans, 2 for 15c; No. 1 1/4 cans, 2 for 17c.

Cut Beans No. 2 29c

Stokely brand, cut green beans. Note low price.

Stokely Peas No. 2 10c

Honey - Pod variety — the kind everyone likes.

Stokely Corn No. 2 27c

Country Gentleman corn, packed cream style.

Tomatoes No. 2 23c

California grown. Big value at your Safeway.

Fresh Produce

Selected fresh fruits and vegetables at money-saving prices.

JONATHANS Fancy eating apples from Washington and Idaho. 4 lbs. 15c

FANCY PEARS Fine flavored mountain grown Lake County fruit. lb. 6c

BELLFLOWERS Watsonville grown apples for cooking or for eating. 6 lbs. 15c

FANCY GRAPES Juicy Muscat or Tokay grapes. Compact bunches. 3 lbs. 10c

IDAHO PRUNES Quality Italian type fresh prunes. 2 lbs. 9c

RED YAMS Or SWEET POTATOES. Smooth, even sized. Bake. 3 lbs. 12c

EGGS, Breakfast Gem (Medium) doz. 27c

SU-PURB SOAP Granulated, 24-oz. box condensed, 19c (Price, .18446; tax, .00554)

PEET'S GRANULATED Condensed 36-oz. box soap, 23c (Price, .22330; tax, .00670)

NEW 1940 RINSO SOAP Condensed 22 1/2-oz. box granulated, 20c (Price, .19417; tax, .00583)

ZEE TOILET TISSUE Family package of 15c (Price, .14563; tax, .00437)

COMFORT TISSUE One roll 1c with 3 rolls at 15c. Total 16c (Price, .15534; tax, .00466)

SAFEGWAY QUALITY MEATS

Special values in high quality meats are offered in the meat department of your neighborhood Safeway. Shop at Safeway and save!

RUMP ROAST lb. 29c

FANCY AGED STEER BEEF

BEEF ROAST lb. 23c

FANCY CENTER CUTS

PRIME RIB ROAST lb. 37c

READY FOR OVEN

PACKAGE BACON ea. 17c

WILSON'S CORN KING—1/2 LB. CELLO

PIECE BACON lb. 27c

Fresh Poultry and Turkeys Delivered to Our Market Twice a Week From Warner Poultry Co., Pasadena.

These prices are effective at Safeway through Saturday, Oct. 7

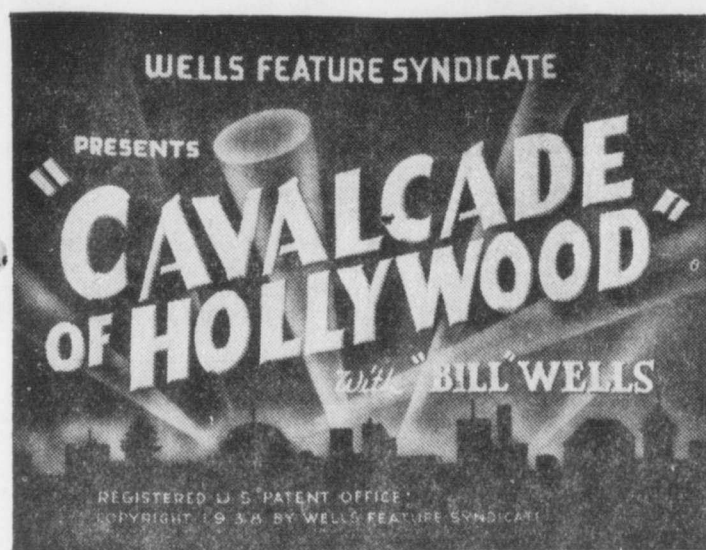
SAFEGWAY

Sales tax will be added to the retail prices on all taxable items.

Palm Canyon Drive

Palm Springs

EXEMPLAR OF GENERAL MOTORS VALUE



HOLLYWOOD, Calif.—"Nick Carter," based on the famous detective stories, went into production at Metro-Goldwyn-Mayer this week, with Walter Pidgeon in the title role and Rita Johnson teamed with him. Around them is a stellar cast headed by Henry Hull, Donald Meek, Stanley Ridges, Addison Richards, Henry Victor, Milton Stone, Martin Kosleck, Frank Faylon, and Paul Ellis. Jacques Tourneur directs, and Lucien Hubbard produces.

GEORGE RAFT'S first action after reporting for his role in "Invisible Stripes," was to sponsor a studio bowling team called "The Invisible Stripes."

ACTING STANDARD: Because David O. Selznick considers Ingrid Bergman's acting so natural and so much in contrast to the tutored trouping of the modern newcomer to the screen, he has selected her acting as the perfect modern technique for the screen and has made it the absolute standard by which all future candidates for stock contracts at Selznick International Pictures will be judged. All feminine candidates will henceforth be given an Ingrid Bergman scene from "Intermezzo, A Love Story," for their screen tests. Miss Bergman plays opposite Leslie Howard, star and associate producer of the picture.

JOAN BLONDELL was almost married this week, and without benefit of clergy. Not in real life, of course, for she is happily married. Joan is a mayor's secretary in "The Incredible Mr. Williams," with Melville Douglas.

PRESS CONFERENCE: At a press conference at the Republic Studio recently, Herbert J. Yates, guiding head of Republic Pictures Corporation, stated that "war would bring no curtailment either as to the amount or the quality of Republic productions during the coming year. Out of 52 pictures scheduled on the 1939-40 program, 11 have been finished, five are in production, and 10 more will have been completed by January 1st, bringing the schedule up to date as of January 1st."

JAMES STEWART is trying to decipher the address of the sender of a line-etching of himself. The only thing he can make out is Baltimore, Maryland.

GEORGE MURPHY discovered what to do with the cardboard inserted in shirts by the laundries. During the recent hot spell in Hollywood, he wore them under his shirt to keep the front from wrinkling. It worked.

MOVIE KIDS Begin War on Jitterbugs. Hollywood's famous younger generation has taken the warpath against the jitterbug epidemic. Many of the kids have organized the National Anti-Jitterbug Society and have elected 18-year-old Frankie Thomas, of Warner Brothers, as national president. The organizers of the N. A.J.S. include Gudy Garland, Bonita Granville, Jackie Cooper, Gloria Franklin, and Leni Lynn.

SMOKE INNOVATION: Smoke in any color or combination of colors—a development for Technicolor films—was announced recently by Lee Zavitz, Hollywood's dean of special effects men. Regarded as invaluable for the advance of the technicolor screen, it received its baptismal test in David O. Selznick's production of "Gone With the Wind."

"The basic idea," Zavitz explained, "is simply the release of aniline-dyed oil through the smoke-discharging apparatus. The smoke is thereby given any desired color. This is the first time we have been able to control the color of smoke, regardless of atmospheric condition."

"HARD ROCK CLUB." Clark Gable, Carole Lombard, and other Hollywood celebrities, members of Encino's "Hard Rock Club," may soon be "Oil Magnates." Oil has been discovered on the land from which the club, a group of San Fernando Valley property owners, takes its name. Members include "Gone With the Wind" Gable, Miss Lombard, Phil Harris (of "Buck Benny" fame), Marcia Raiston, Norris Goff (Abner of "Lum and Abner"), Andy Devine, and Chester Lauckes (Lum).

CINEMA ARTISTS come to Hollywood for the same reason that artists of the brush and palette once went to Paris. Hollywood is the acknowledged film capital of the world. For that reason, Robert Stevenson, ace director of English motion pictures, has signed a long-term contract with David O. Selznick, and is busy today selecting from the impressive list of Selznick International story properties the one he will direct first.

PROPAGANDA PICTURES. While practically every motion picture producing company here is fighting for the screen rights to all available war stories, for immediate production, Republic Studio executives refuse to participate in the bidding for this type of material. It is the contention of the guiding heads of Republic that what the world needs today in the way of entertainment is pictures that will take the troubled, propaganda-fed minds of the picture-going public off the tense European situation. (RIGHT)

HENRY HULL will again gravitate from screen to stage next season. He plans to return to Broadway for the role of John Wilkes Booth in "The Man Who Killed Lincoln." Elmer Harris is adapting the play.

MIKE CURTIZ, ace Warner Brothers director, was admonishing Jeffrey Lynn about a love scene in "Four Wives." "Don't kiss her like you was married five years. Kiss her like you really love her." ("Advice of Experience" Mike?)

GALLANT COP. Returned from three years in New York and on the road in the stage production of "The Women," Lois Wilson bought a small coupe. She then started her role in "Patsy" at Metro-Goldwyn-Mayer. On her way to work in the new car she was stopped by a traffic policeman who demanded to know where her license plates were. Then she remembered she'd received them and put them in the door pocket, intending to have them put on at the service station. The policeman gallantly produced a screwdriver from his motorcycle and installed the plates for her.

ROSALIND RUSSELL, the most widely-discussed actress in Hollywood following successive triumphs in "Citadel" and "The Women," has been signed by Columbia to play the leading feminine role in the Howard Hawks production, "His Girl Friday" (no

relation to Winchell). Miss Russell will be co-starred with Cary Grant in the newspaper story from an original play by Ben Hecht and Charles MacArthur.

CORSET-CONSCIOUS. Brickbats and bouquets are flying thick and fast on the "Western Hollywood Front" these war days. The bone (no pun intended) of contention being whether the cinematic ladies will or won't "wear 'em." Joan Blondell speaking... "Those little corsets look mighty cute in the stores; they looked so good to me three weeks ago that I went out and bought one—lace trimming and rosebuds included. No, they don't furnish a maid to lace them up—at least, not with the one I bought. Of course, you're wondering what I'm going to do with the one I bought, aren't you?" Not being corset-conscious, your Hollywood War Correspondent answers "yes." "Well," said Joan, with triumph in her voice, "I've worn my corset already. It took me two hours to get out of it, and we had a dinner engagement. We were late as it was, so I had to wear it that night, and I had so many compliments about how small my waist was that I've decided to wear it all the time with evening clothes." *(p.b.c.)

"CAVALCADE OF HOLLYWOOD" is on the air and will soon be on the screen with a "March of Time" treatment of Hollywood news—watch for it.

During my regular Sunday night broadcast on September 17th, I received the following telegram from Priscilla Lane, Humphrey Bogart, and Frank McHugh. "To 'Bill' Wells, 'Cavalcade of Hollywood': 'We are thrilled at the idea of a 'Roaring Twenties' broadcast on your new program. We wish you success with your interesting radio feature. Best wishes. Warner Brothers request that we add: 'War or no war, five big budget productions will start in our studios within the next two weeks; they are 'Invisible Stripes,' a George Raft starring picture; 'The Fighting 69th,' a story of New York's noted Irish regiment; 'The Sea Hawk,' Errol Flynn's next starring picture; 'Brother Rat and the Baby,' in which last year's 'Brother Rat' stars will resume their roles, and 'Dr. Ehrlich,' a story of the famous scientist, with Edward Robinson in the title role. Best wishes from Warner Brothers Studios.'"

Thanks a lot, Priscilla Lane, Humphrey Bogart, and Frank McHugh, and I'll be looking forward to seeing you all in "The Roaring Twenties."

And congratulations again to you, Miss Lane, on your elevation to stardom.

LISTENING: Not only did "GARBO" attend two "sneak" previews of "Nitochka" (see it, don't try to pronounce it), but later, on the M-G-M recording stage, while Werner Heymann conducted the final musical score, Garbo was in the sound mixer's booth, listening to every note, unseen by conductor and orchestra.

Write to "Bill" Wells, Cavalcade of Hollywood—and tell him what you are most interested in reading in this column.

*(p.b.c.) (passed by censor.)
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Santa Ana Endurance Flyers Here Again

The Santa Ana endurance flyers sponsored by the Santa Ana Junior Chamber of Commerce, who took off from a Santa Ana airport at 8:05 p. m. Wednesday, last night were forced by fog to fly down here to Palm Springs to continue their flight.

The endurance flyers, Troy Colboch and Jerry Keeley, lifted their tiny monoplane off the ground Wednesday night for a third assault on the refueling record of 343 hours for light airplanes.

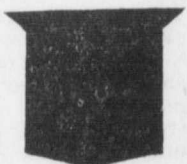
The flyers, who were forced down by weather last month here at Palm Springs after remaining up more than 200 hours, expect to stay in the air more than two weeks; and if they shatter the light-plane record, will seek to break the 27-day heavy-plane mark. They refuel by drawing up cans of gasoline from a speeding automobile.

Residents in the vicinity of the Palm Springs Airport were awakened at an early hour this morning by the refueling operations of the plane here.

Pay Telephone Bills before the 30th and receive discount.

Civil Engineering
Land Surveys - Subdivisions
W. H. WOOD
Registered Civil Engineer
Calif. Reg. No. 5173
943 N. Murray Banning, Cal.

LOOK!



The ONLY Place
in Palm Springs
HANDLING

Bulk Wines

Better Wine
at Lower Prices

INVESTIGATE OUR
LOW PRICES
ON CASE BEER

MILLS
ROYAL PALMS
Liquor Store
Royal Palms Hotel Bldg.

Planning Body Holds Regular Monthly Meeting

A meeting of the Palm Springs Planning Commission was held Wednesday afternoon of this week in the council chambers on North Palm Canyon Drive.

The "master plan of city planning" and other routine matters were up for discussion at the meeting. This was the regular monthly meeting of the planning commission.

Don't confuse temperamental persons with brilliant ones. The temperamental mortal occasionally flares up; the brilliant one glows constantly.

TO BE SOLD

INCOME COURT property exceptionally well located, close in, and with certain enhancement in value. This unusual property will stand the closest investigation and will pay over 15% net on price of \$21,000. Terms.

RABBETH & FULTON
REALTORS

A complete RENTAL and INSURANCE Dept.



LA CITA . . .

South Palm Canyon Drive

Opens Thursday, October 12

- Same Good Food.
- Same Courteous Service.
- Same Prices.

GASKELL . . . ALLEN . . . GASKELL

In Hollywood It Is Edingtons, 1770 N. Highland Ave.

SALE'S PLAZA MARKET NOW OPEN

DELICATESSEN DEPT.

Complete Line
— of —

IMPORTED

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DOMESTIC
LIQUORS

Specializing in

- ROASTED CHICKENS
- COOKED MEATS
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GROCERY DEPT.

— FEATURING —

Monarch
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Exclusive Retail
Arden Distributor

MEAT DEPT.

Featuring
EASTERN MEATS

PATTON MEATS
Finest in the World

FRESH DRESSED
POULTRY OF ALL KINDS

VARIETY OF BACONS

BAKERY

FULL LINE
BREAD, PASTRIES
PIES and CAKES

BIRTHDAY and
WEDDING CAKES

Rolls — Coffee Cakes
Danish Pastries

VEGETABLE DEPT.

Fresh
Vegetables
Daily

WHEN IN SEASON

A New Personnel in All Departments

Phone 6 3 9 1

◆ In the Plaza ◆

Free Delivery

Sale's Plaza Market Ready For Big Season

Sale's Plaza Market, located in the Palm Springs Plaza, has opened for another winter season featuring a greater stock than ever before of fancy foods—groceries, meats, vegetables, bakery, liquors and delicatessen. A new personnel is greeting the public in the meat and bakery departments.

Vera Shores of Palm Springs and Big Bear will be in charge of the bakery department this season—featuring homemade bread, pies, cakes, etc. George Mantis, formerly with The Indian Store, and famous for the steaks that he cuts, will be in Sale's meat department.

Sam and Leo will be back at the delicatessen, which should delight villagers. And an added attraction will be Sandy Rose in the liquor department, who, despite the scarcity of fine imported liquors, will carry a complete line of imported delicacies and liquors. Delicatessen operators Sam and Leo stock a complete line of domestic and imported goods.

Free delivery and home solicitation service are featured at Sale's Plaza Market.

Mrs. Agnes Smith's Village Toggery Opens Tomorrow

Mrs. Agnes Smith will open her well known Village Toggery, 252 N. Palm Canyon Drive, tomorrow, Saturday, for another season in Palm Springs. This ladies' wear shop has operated for many years here.

Mrs. Smith spent the summer at Balboa Beach, where she operates a sportswear shop during the summer months.

The Village Toggery will carry a complete line of ladies' sportswear this season.

H. H. QUACKENBUSH VISITS VILLAGE

H. H. Quackenbush, for a number of seasons a special federal officer in charge of the local Agua Caliente Indian Reservation, was in Palm Springs yesterday, Thursday, and while here attended a meeting of the Lions Club.

Since leaving Palm Springs Mr. Quackenbush has been stationed at Sacramento, where he is in charge of the affairs of a number of Indian reservations in that area. He is away on a leave of absence and does not expect to return to Sacramento before November 10.

Mr. and Mrs. Quackenbush are staying in Riverside for a few days. He was in town yesterday to see about buying a lot, as he and Mrs. Quackenbush are considering building a winter home here to which they can come from time to time.

Mr. Quackenbush stated yesterday that his job in the north makes it necessary for him to travel extensively. Mrs. Quackenbush accompanies him on all his trips, he said.

Pay telephone bills before the 30th and receive discount.

SHEPTENKO SPECIALS

LOTS — \$750 lot in La Rambla Tract. Take \$450 cash. Owner needs money. Lot in beautiful Indian Trail Tract. A steal of \$600. Easy terms.

Araby 60 x 135. \$350. Palos Verdes Tract 75 x 135. Only \$550.

LA QUINTA lot worth \$750. Will take \$300 in rent of house or apartment.

FOR RENT—Two bedroom houses furnished, for the season. \$350, \$450, \$550.

HOUSES FOR SALE — Three two-bedroom houses, \$600, \$850, \$1,000, handles. All brand new. Small F. H. A. payments on balance.

For the best buys and rental in Palm Springs — See

PETER B. SHEPTENKO

PIONEER REALTY CO.

457 N. Palm Canyon Dr. Phone 7366

Blanche Rose Kerner

Music Instructor
Piano - Voice - Violin
Clarinet - Trumpet
Percussions
LOS ARBOLES APARTMENTS, STUDIO 8
Phone 4600 for Appointments

Acoma Indian Shop Opens Saturday

The Acoma Indian Shop on South Palm Canyon Drive will open tomorrow, Saturday, under the new management of Mrs. Ruth Bibo and her charming daughter, Janice.

This summer Mrs. Bibo and her daughter traveled through the Southwest and Old Mexico, buying new and novel merchandise for their shop here. They attended the famous Indian ceremonial at Gallup, N. M., on August 17.

A cloudburst stranded the Bibos in Zuni. There being no hotels at Zuni, they were forced to spend the night in an Indian hospital.

When the Acoma Indian Shop opens tomorrow, on display will be an all new stock of Mexican and Indian merchandise.

Building Permits First 9 Months Total \$280,007

Building permit issued by the city of Palm Springs during the first nine months of this year totaled \$280,007.00, it was learned this week.

The largest single permit was issued on July 6 for the La Paz Guest Ranch, now under construction. The permit for the buildings was for \$31,000, and another permit for a swimming pool at the guest ranch was for an additional \$4000.

The largest residential permit was issued on Sept. 18 for the \$21,850 W. F. Peake residence, now under construction on South Patencio Road.

The second largest building permit was issued on February 20 to the Desert School District for the \$28,223 Nellie N. Coffman junior high school, now completed and in use.

The building permits issued each month of this year to date were as follows: January, \$48,360; February, \$47,108; March, \$18,759; April, \$27,000; May, \$21,835; June, \$10,650; July, \$49,225; August, \$3,650; September, \$51,870, and October during the first five days, \$1,550.

To Build Large Home on Acre in Merita Vista

John Butler of Beverly Hills has purchased an acre, formerly owned by Alica Kimball, in the exclusive Merita Vista Tract, and will build a three-bedroom house on the property, which was purchased through the Munholland & Co. agency.

Rogers Stable Bar to Open October 21

The bar at Rogers Stable will open on Saturday evening, October 21, with the same personnel as last year in charge.

Travis Rogers, the owner, will have 23 new horses this season, in addition to the large string of fine riding horses that he had last year. Mr. Rogers had his horses at San Jacinto this summer.

Slick Smith's Sunny Smile

A sunny smile is spread all over the map of Slick Smith, genial fountainer at the Plaza Pharmacy. The reason, he has had some very charming company this week. Slick refuses to talk, so we can't tell who she is.

DR. INDELICATO ESTABLISHES OFFICES IN EL DORADO

Dr. A. Indelicato, chiropractor, who came to Palm Springs this fall and established an office in the El Dorado Hotel on South Palm Canyon Drive, had been practicing his profession for a number of years in Los Angeles.

Dr. Indelicato states that he gives definite light touch adjustment, uses modern methods of diagnosis, and teaches non-strenuous exercises that aid the organs of digestion and the nerves.

GARLICK FURNISHES JUNIOR POLICE BADGES

Badges for the Junior Police division of the Palm Springs Police Department will be delivered to the boys soon. Hobart Garlick of the Oasis Hotel is providing the badges for the boys. The junior police unit was organized last year by Chief Bispham.

Don't Run Over My Little Girl.

Dear Driver:

Today my daughter, who is 7 years old, started to school as usual. She wore a dark blue dress with a white collar. She had on black shoes and wore blue gloves. Her cocker-spaniel, whose name is "Scott," sat on the front porch and whined his canine belief in the folly of education as she waved "good-bye" and started off to the halls of learning.

Tonight we talked about school. She told about the girl who sits in front of her—the girl with yellow curls—and the boy across the aisle who makes funny faces. She told me about her teacher, who has eyes in the back of her head—and about the trees in the school yard—and about the big girl who doesn't believe in Santa Claus. We talked about a lot of things—tremendously vital, unimportant things; then we studied spelling, reading and arithmetic—and then to bed.

She's back there now—back in the nursery—sound asleep, with "Princess Elizabeth" (that's a doll) cuddled in her right arm. You guys wouldn't hurt her, would you? You see, I'm her daddy. When her doll is broken or her finger is cut, or her head gets bumped, I can fix it—but when she starts to school, when she starts across the street, then she's in your hands.

She's a nice kid. She can run like a deer and darts about like a chipmunk. She likes to ride horses and swim and bike with me on Sunday afternoon. But I can't be with her all the time—I have to work to pay for her clothes and her education. So please drive slowly past the schools and intersections—and remember that children run from behind parked cars.

Please don't run over my little girl.
(Phil Brainiff, in the Tulsa World.—Contributed to The Desert Sun by Mrs. E. H. Holcomb.)

City Council Holds Monthly Meeting

The regular monthly meeting of the Palm Springs City Council for October was held Wednesday night, 7:30, in the Council Chambers at 480 North Palm Canyon Drive with all councilmen present for the first time in several months. The council transacted a large amount of business at the meeting this week.

The council voted to pay a number of bills, including \$540 due Harry N. Williams, local garbage contractor, being the balance due him for last season's garbage service. A sanitation fund was set up into which will go monies for garbage service collected this season.

It was brought out at the meeting that an effort is going to be made to collect past due accounts for last season garbage service. The city is about \$300 short of the amount paid Harry Williams, and it is understood that there are about \$600 in good accounts still outstanding.

Accept Deed

A resolution was passed to accept the deed executed in favor of the city by the Security First National Bank of Los Angeles to a strip on the highway to the north city limits, 30x100 feet, where the entrance palms are now planted, to become a city park. A deed from Morris Cohn to a like parcel on the opposite side of the highway had already been accepted by the city.

Another resolution was passed to apply to the state for a renewal of the permit to place pedestrian signs in the center of Palm Canyon Drive at the Frances S. Stevens School. This permit must be renewed each year and the city assumes all liability for the signs.

Request Appointment

A letter from Robert Ransom was read requesting the appointment of a special police officer for the Plaza, to be paid for by the Plaza company. A request from an E. O. Lewellyn that he be appointed as a special officer for the Plaza, was also read. Both of these communications were referred to the public safety committee.

It was reported that the Plaza Pharmacy has applied for an off-sale beer and wine and an off-sale distilled spirits license.

It was also reported that funds to pay the four S. R. A. men (working along local streets) had been exhausted, and that the men had quit work for a few days on the streets. They will start again Monday, Oct. 9.

It was reported by City Clerk Guy Pinney that much less money has been collected to date this year than last for business licenses.

Appoint Commissioners

The appointments by Mayor Philip Boyd of Dr. Henry Hoagland and Horace Penderly to the planning commission were approved. Dr. Hoagland and Mr. Penderly succeed Richard Outcault and John Chaffey.

A report was given concerning the combined meeting Tuesday of the police commission and the public safety committee of the council, during which local traffic problems were discussed.

The congestion on Indian Avenue around the Indian bathhouse was discussed. It was suggested that if the trucks are going to be asked to use Indian Avenue, it might be necessary to limit parking on Indian Avenue between Tahquitz Drive and Andreas Road to the west side of

Remote Control Permanent Wave Machine Used Here

Annette's Beauty Salon is using the new Helene Curtis Remote Control permanent wave machine with great success and has received enthusiastic praises from her patrons.

Annette Freeman, owner of the beauty salon, has engaged Miss Ruth LaMarr, formerly of Sunset Strip, in Hollywood, who worked at some of the most exclusive beauty shops in that area. She specializes in manicuring and pedicuring.

Miss Freeman reports that business is much better this season than it was at the same time last year, many of her patrons arriving here much earlier than last season.

Music Instructor Blanche Kerner Back for Season

Following a very eventful summer, during which she attended summer school at Los Angeles and traveled extensively, Miss Blanche Kerner, prominent Palm Springs instructor of music for many years, returned to the village last week and has been preparing for the opening next week of her music studio at Los Arboles Apartments.

Miss Kerner returned last Saturday and had as her house guest over the week-end her nephew, John K. Dixon, a sophomore at the California Institute of Technology.

In June Mrs. Kerner vacationed at San Francisco and Berkeley, seeing the Golden Gate Exposition and visiting her brother, R. J. Kerner, professor of history at the University of California.

This summer Miss Kerner also made a trip East to visit her mother, Mrs. Ruzena Kerner of Cicero, Ill. This was the first time Miss Kerner had visited her home town in five years. In company with her mother Miss Kerner enjoyed a trip through the Black Hills of South Dakota. She also visited her sister in Chicago while in the East.

On her return trip to Southern California the local piano instructor stopped off in Colorado Springs, Colo. She spent six weeks at the University of California at Los Angeles, doing graduate work in education and music.

Miss Kerner is well known in Palm Springs for her fine ability as an instructor of music. She teaches piano, voice, violin, clarinet, trumpet, percussions, and other instruments. She will start enrolling pupils next week.

Miss Kerner's music studio is located at Los Arboles Apartments, corner of Indian Avenue and Tamarisk, apartment 8. She plans to organize music clubs for children during the season.

the street only. This would have

New Health Officer

to be worked out with the Indians, it was said.

The new county health officer with headquarters in Palm Springs, who went to work here this week, was introduced to the council. He is Nathan Bossan, formerly of Los Angeles, and he was accompanied at the council meeting by P. T. Jones of the county health office in Riverside.

The county health department has been making a survey of Palm Springs, it was pointed out at the council meeting, and has found that an unsanitary condition exists on the Indian reservation here.

The report of the street committee of the council was read by Councilman Frank Pershing. This entire interesting report is reprinted on another page of this issue of The Desert Sun.

Famous Indian Singer Guest in Local Hotel

A very prominent guest this week at Alex Nord's popular El Morocco Hotel was Indian Ish-Ti-Opi, famous in the stage and concert world as a singer of native Indian songs, who is going to Hollywood to discuss a possible appearance in a Warner Bros. musical, and there is a chance he may become involved in a piece called "Pocahontas Preferred," slated for a Broadway production.

Ish-Ti-Opi, as he is known to the concert world, is W. L. Robertson, Oklahoma Indian, and graduate of the University of Oklahoma and other schools.

Entertains King

Ish-Ti-Opi is the Indian who sang Indians songs for their Britannic Majesties last summer when the President and Mrs. Roosevelt entertained the royal couple at Hyde Park, N. Y. He stopped in Palm Springs en route from Mexico City to Hollywood.

Ish-Ti-Opi revealed that his inclusion in the program arranged for King George and Queen Elizabeth was the result of a letter he wrote to Mrs. Roosevelt, protesting because Indian music had no place in the plans as first announced.

"The newspapers told about a grand opera star, a singer of Negro spirituals and makers of mountain music who were scheduled to appear before the king and queen," he said. "I did not ask anything for myself. I was willing to leave the presentation of Indian music to somebody else. I simply felt that it should not be ignored altogether."

Then almost before a person could say "W. L. Robertson," which is Ish-Ti-Opi's family name, something happened. He was informed that he was on the program for the Hyde Park soiree.

Newspaper accounts of the entertainment told of the great interest in the King and Queen showed in the Indian music. They chronicled the fact that King George used his own private movie camera to shoot the singer as he appeared in vainglorious Indian costumes for the different songs, and that the royal visitors talked with the singer for half an hour, a longer audience than they had given to any other person in the course of their tour.

Queen Greatly Pleased

"The Queen was greatly pleased when I told her that those of my ancestors who were not Indians were Scotch and English," Ish-Ti-Opi said. "She is a Scot, you know, and when she found out that my clan was the same as her clan she was especially pleased."

London Debut

As a result of the interest of the King and Queen, Ish-Ti-Opi made arrangements for a formal debut in London and an extended engagement at the Trocadero there. He was to sail on the Europa Sept. 9. Then the war broke out and cancelled his plans, but he said he still hoped that the cancellation would turn out to be in reality only a postponement.

"If the war ends soon, I may go over there this season after all," he said.

As matters stand, however, he expects to make a concert tour of the Southwest through October and November and later fill engagements in Mexico City, Cuba and Florida.

World Series Heard Here Over New Type Radio

Baseball fans in Palm Springs have heard the world's series baseball games over Clarence Simpson's new 1940 Short Wave Philco Radio. Mr. Simpson installed loud speakers in front of his radio shop for the convenience of fans, and a large crowd gathers there every day to listen to the game. The new Short Wave Philco is a marvel in long distance reception, and the broadcast comes direct from the baseball diamonds in the East. European stations may also be tuned in just as easily.

Mr. Simpson also is the local dealer for the new 1940 Zenith, one of the finest and most complete radio receiving sets to be found anywhere, and will receive 30 of the new models early next week.

The "New Giant Zenith Super 10" features 10 powerful tubes, radiorgan, guaranteed foreign reception, 6-station automatic tuning, rotor wavemagnet, short wave aerial, television sound connections, outer circle RF circuit, beautiful full-size cabinet, 10-inch speaker, and big black dial.

"Check your oil, sir?"
"No thanks, I'm taking it with me."

Peter Pan Pastry Shoppe Enjoys Huge Business

The Peter Pan Pastry Shoppe is enjoying a big business at its new location on North Palm Canyon Drive, next to the Palm Springs Date Market, Mae E. Johnson and Helen M. Hill, report.

That popular bake shop opened last Saturday for the season. Before the first day had ended the owners had sold out all their baked goods with the exception of one dozen rolls.

The Peter Pan Pastry Shoppe has operated for several winters in the village. The shop was formerly located in Sale's Plaza Market.

MARRIED RECENTLY AT LAS VEGAS; NOW LIVE IN VILLAGE

According to Jan Kjoer, Allan D. O'Hara and Doris Bottorff, who now reside in Palm Springs, were married on Wednesday, Sept. 27, at Las Vegas, Nevada. They recently arrived in Palm Springs from a honeymoon at Boulder Dam, it is reported.

Mr. and Mrs. O'Hara were entertained by Judge and Mrs. Marshall with a wedding dinner at the Yucca Club in Las Vegas.

It is reported that Mr. and Mrs. O'Hara have taken a home here for the winter season. He is the southern representative of the General Amusement Corporation, it is said.

LOCAL MEN ATTEND PEACE OFFICERS' CONCLAVE THURSDAY

Judge Albert R. Hoffman, Sgt. Jacobson and Chief of Police W. H. Bispham of Palm Springs all motored to Corona Thursday night to attend a meeting of the Riverside County Peace Officers Association.

The meeting last night was held in the Corona Legion Club House. It was a dinner affair.

Frederick J. Watson Returns From Buying Trip for Indianoya

Frederick J. Watson is back at Indianoya in the capacity of manager. Mr. Watson has been on an extended buying trip for Indianoya during the summer, visiting Mexico and the Indian country in Arizona and New Mexico to buy some of the old and rare Indian works of art, which are useful and durable, as well as being very attractive in the desert home.

While on his trip, Mr. Watson visited both the New York and San Francisco Expositions.

New City Directory is Being Compiled by Grover Inskeep

Grover Inskeep, head of the Western Directory Co., is in town, working on a new Palm Springs City Directory. His company has issued the local directory for the past two years.

CHIEF BISPHAM ATTENDING CONVENTION AT SAN FRANCISCO

Chief of Police W. H. Bispham of Palm Springs is in San Francisco attending a Police Chiefs' Association convention.

While in the Bay area he will visit the Golden Gate International Exposition. He will return to Palm Springs some time next week.

Safety Note: Look both ways before you cross the street even if you do have the "green light;" otherwise you may soon be past all the joys supposed to accrue to the fellow who is dead-right!

1/2 price!

Limited Time Only!

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• In the very nick of time — just when you want to get your summer sun-dried complexion back in the pink of satin-smooth, exquisite, youthful beauty — to protect your skin all winter long and keep it smooth as cream — Helena Rubinstein has planned this event so that new beauty can be yours at half price. This famous cream, rich in balsamic oils, should be smoothed on every night to revive your beauty while you sleep. If you're beauty and budget wise, you'll hurry to take advantage of this offer.

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PALM SPRINGS
EL CENTRO

Widespread Search for Runaway Palm Springs Girl Launched by L. A. Police

Los Angeles city, county and state authorities last night kept up a widespread search for Mary Elizabeth Ryan Wertheimer, 16, of Palm Springs, who disappeared Wednesday night from Westlake School for Girls at 700 North Faring Road, Westwood. Meanwhile her mother and foster father, Mr. and Mrs. Al Wertheimer of Palm Springs waited in the seclusion of a Hollywood hotel room.

Return From North

Her parents are Al Wertheimer and Mrs. Thelma Wertheimer, local resort operators who had just returned recently from visiting in Montana to place Mary Elizabeth in the private school and send their son Johnny to a military academy in Claremont.

Last night Mr. and Mrs. Wertheimer sent, through the press, a message to their daughter that if she will return home or supply them information as to her whereabouts they will be only too glad to forgive and forget. Mrs. Wertheimer believes, from a note that was left by her daughter at the school, that she had become homesick.

She pointed out that Mary Elizabeth was taken from school last year on account of an appendectomy and had remained with her family until the new session started in the summer.

Leaves Note

Mary Elizabeth's note, addressed to her mother, reads in part as follows:

"My darling mother: First of all forgive me. I love you more than anything else in the world. That's why I'm running away. You worked so hard and sacrificed so much to send me here, and I am so ungrateful. I do appreciate the beautiful school.

"I want so much just to be at home with you and go to school wherever you live. You see, I was always away at school and last year when I was ill I had a chance to be at home and realize what a home meant.

"I can't be with you and I don't want you and daddy to lose all your confidence in me. I hate to run away because I love you so much. All my love and kisses. (Signed) MARY."

P. S. For Daddy

There was a postscript which read, "I love you Daddy. Forgive me, too."

Mrs. Wertheimer was unable to account for her daughter's mysterious disappearance other than homesickness for she is certain there are no "boy friends" involved. Her daughter, she reported to the missing persons bureau at the Hollywood Police Station, couldn't have had more than \$1 and the only other things of value she had on her person were a diamond-studded cross, a ring with diamond and sapphires and a watch with diamonds and rubies.

Leaves Hospital

Because her husband had to undergo a major operation at the Cedars of Lebanon Hospital, Mr. and Mrs. Wertheimer returned to Palm Springs several weeks ago from their Montana resort. At the same time they placed their two children in school.

Several days ago Mr. Wertheimer was able to leave the hospital and they took a suite at the Hollywood Roosevelt where Mary Elizabeth visited them on Wednesday to felicitate them on a wedding anniversary. Mrs. Wertheimer sent her daughter to see a doctor about her glasses and instructed their chauffeur to return her to the school which he did in the afternoon.

It was not until early yesterday morning that Mrs. Wertheimer was informed of her daughter's disappearance.

Description Given

Mary Elizabeth is described as being 5 feet 3½ inches tall, wearing a wine-colored wool dress and low-heeled black shoes. She wears gold wire braces on her upper and lower teeth.

While the search for her daughter was being conducted, Mrs. Wertheimer revealed that she and her husband do not intend to resume operation this winter of the Colonial House or the Dunes here.

KOCHER-SAMSON ENTERING ON EIGHTH YEAR OF SERVICE TO PALM SPRINGS

Kocher-Samson Insurance Service is entering its eighth year of "year-round" insurance service to Palm Springs. Herbert Samson, the manager, remains here throughout the summer, leaving his assistant in charge whenever he leaves for short trips during the more quiet summer months. The firm is the pioneer insurance agency of the village.

Pay telephone bills before the 30th and receive your discount.

Bullock's Opens On Oct. 14

Bullock's exclusive shop, located on the Desert Inn grounds, will open on Saturday, October 14. It is reported that a new manager will be in charge this season.

Robert Lerch, who has been the manager of Bullock's since it was established here about 10 years ago, has had charge of Bullock's Westwood shop, and it is said he will remain there for the winter.

Bullock's Shop has been enlarged twice during the past few years and is now one of the largest shops in Palm Springs.

Mobilgas Dealers Hold "Prepare for Winter" Meeting

Long life for automobiles, through proper semi-annual inspection and service, was the keynote of a big meeting of Mobilgas dealers conducted at Riverside Mission Inn, Riverside, on Wednesday night, October 4, by Lloyd Bayley, Southern California sales manager of



LLOYD BAYLEY, General Petroleum Corporation and attended by General Petroleum dealers from Palm Springs.

Participating in the meeting and revealing facts of importance to motorists and dealers—in preparation for the free Winter-proof car-examination plan to be launched for Mobilgas stations in November—were Fred H. Steele, district manager; Andy Sinclair, branch manager, and their salesmen.

In attendance were the many men who dispense Mobilgas, Mobiloil and Mobilubrication and tire service in San Bernardino, Riverside, Redlands, Colton, Banning, Indio, Blythe, Palm Springs, Hemet and Barstow.

Attending from Palm Springs were William J. Prendergast, who operates the General Petroleum station at Schilling Motor Sales, and Larry Clause, one of the owners of the Plaza Garage here. Mr. Clause lives at Indio.

Features included a graphic presentation by Division Sales Manager Bayley and R. S. Tedford, division advertising man, of General Petroleum's large and complete Winter-proof advertising program for this fall, to be officially launched the first week in November with a dominant advertising spread in The Palm Springs Desert Sun.

Of special interest was the screening of a picture entitled "Did You Ever See A Dream Walking," accompanied by dialogue and music. The picture shows how the Winter-proof plan of free car inspections can be applied to the individual Mobilgas dealer and how it works for the benefit of the motoring public.

Along cultural lines of only secondary importance to the school is the launching of Cathedral City's public library. The Chamber of Commerce will sponsor this activity and the following committee has been appointed to catalog the books donated and arrange for volunteers to act as librarians: Mrs. Juanita Tennis, chairman, Miss Agnes Pelton, Mrs. Marguerite G. Hillery, Capt. Geo. A. True and Mr. A. M. Galloway. The above committee is composed of members of the Chamber of Commerce but it is hoped the committee will form a library association and have the backing of the community irrespective of membership in the Chamber of Commerce. Many substantial donations of books and book cases have been made by those friendly to the idea of a library. Community donations of books and cooperation with the committee is desired.

The Sanitation committee of the Chamber of Commerce composed of Dr. E. H. Brandt, Mr. C. M. Geffert, and Mr. James Wolseth were instructed to meet with Mr. Frank Yoder who represents Jack Dempster who has the garbage contract, and provide additional rules and understanding to facilitate garbage collection and the disposal of refuse and rubbish. A road to the dump is planned. Those who are not now using the service should call Mr. Milligan, phone 4519.

A community surprise was the marriage Sunday at Yuma of Mrs. Edith Russell, daughter of Mr. and Mrs. C. E. Crumpton, to Mr. Robert Slocum of Inglewood, Calif. Mrs. Slocum has grown up

from a very little girl in this community, attending school at Palm Springs and Banning then later married and widowed through an airplane accident. The best wishes of the community go to the young couple for their future happiness.

Business license fees collected by Oct. 4 of this year by the city of Palm Springs for the 1939-1940 season are \$1554.70 under that collected by Oct. 4, 1938, for last season, it was announced this week by City Clerk Guy Pinney.

By Oct. 4, 1938, 257 licenses had been issued by the city for last season, the fees therefrom totaling \$6,155. By October 4 of this year the city had issued 221 business licenses and had collected \$4695 therefrom.

The city clerk starts issuing business licenses for the next season about June 15. Last season by the fourth of October, 36 more business licenses had been issued than by the same time this year, and \$1554.70 more had been collected last year.

The fact that fewer licenses have been issued to date this season than last is not so much the cause of less money being collected so far this year as is the fact that the hotels and apartment houses are paying less for their business licenses this season, it is asserted.

Bishop Buddy Addresses Lions At First Meeting

Complimenting the club on its fine spirit of comradeship and on the service that it renders, The Most Reverend Charles F. Buddy, D. D., Bishop of the San Diego diocese of the Catholic church, delivered an address on religion before the Palm Springs Lions Club on Thursday noon at the Palm Springs Hotel.

The meeting this week was the first regular Thursday luncheon meeting of the season for the Lions, and about 35 members were present. The Lions welcomed George Foldes back, who had just returned to the village this week from Oakland. Dr. Russell M. Gray, president, presided.

Religion is vital, it is an absolute necessity to man, the speaker pointed out. "What is religion?" he asked. "It is one of the most misunderstood words that we use," he said. "It is what binds the creature to the creator. Religion is the vital union of man with God," Bishop Buddy explained.

The speaker pointed out that the Creator demands right order. That it is man's obligation at least to recognize the God who made us. And that is what churches are for, to show God that we recognize him, it was pointed out.

Bishop Buddy pointed out that there are true religions and false religions. False religions worship false gods or worship the true God in a false manner; the true religion is the religion that worships the true God in the manner that he has outlined, according to the speaker.

The speaker compared true religion with a mathematical law, and explained we have no more right to say we won't consent to true religion than to say that we won't consent to two plus two yielding four.

He discussed contrasts. One class of people seek to build up, another class tears down. He pointed to the work of the Lions Club among the blind and asked, "Did you ever stop to think how many were blinded by the war?" Some men are consecrated to building up the morals of the people, and there are those who seek to tear down the public morals. When a nation like Russia stops its people from worshipping as they please, that nation is doomed to failure, the speaker forecast. We can be thankful that we live in the U. S. A., where we can worship as we please, he said.

But there are forces against freedom of speech in the United States today, according to the speaker. There are countries in the world where today a Catholic bishop would not be allowed to stand up and talk about religious matters like this, concluded Bishop Buddy.

The Rev. Michael O'Connor was chairman of the day at the meeting. He introduced the speaker and also Father Thomas J. Lehan, formerly of Palm Springs, and Father Kenneth Stack, secretary to Bishop Buddy; both of whom accompanied the Bishop to Palm Springs for the day.

As always, the fine playing of Axel V. "Andy" Anderson at the piano was one of the highlights of the meeting Thursday noon.

The Lions will meet at the Palm Springs Hotel until the opening of The Desert Inn, and after the opening of the Inn dining room they will meet there all during the season.

Building Permits

Oct. 2—Peter Hansen, \$300, to repair dwelling in the "Zaddie Bunker Properties." E. F. Martell, contractor.

Oct. 2—W. R. Knapp, \$100, to add screen porch to residence on Sunshine avenue at Araby.

Oct. 2—Smoke Tree Ranch, \$300, repairs to dining room. H. H. Foster, contractor.

Oct. 2—Jack Grove, \$100, remove partition between two store rooms in the Grove Building, Palm Canyon Drive. Bill Martel, contractor.

Oct. 4—El Paseo Building Corp., \$100, addition to El Paseo Pharmacy.

Oct. 5—Spencer Kellogg, \$350, build servants quarters at residence in Las Palmas Tract. C. G. Chamberlin, contractor.

Oct. 5—Kenneth Colburn, \$200, build storage shed, West side of Indian avenue. Ray Gaubatz, contractor.

Oct. 5—W. W. Whitson, \$100, repairs to dwelling at corner of San Jacinto and Arguilla Road.

Virginia Walton Vacationing at Lake Arrowhead

Virginia Walton, charming manager of the cosmetics department of the Palm Springs Drug

Tenor Solist To Sing at Plaza Cafe

Howard Young, a young tenor soloist who has rapidly been rising to fame in the East, arrived here this week and is living at The House of Murphy. Mr. Young has a different style of singing which has been making a big hit in the East and South. He will be the soloist at the Plaza Cafe.

He has been singing over the Columbia Broadcasting System from Station WWL at New Orleans, the National Broadcasting Company at WIOD, Miami Beach, the Mutual Broadcasting System from station WOR, Newark, N. J., stations WNEW at Newark and WKAT at Miami Beach.

C. W. Goodloe Opens Natl. Cash Register Office in Village

Calvin W. Goodloe, who has been associated with the National Cash Register company for 20 years, returned to his position with that corporation recently, following a year's leave of absence during which he was connected with a local real estate firm.

Mr. Goodloe is opening a temporary office in the El Morocco Hotel and will represent the National Cash Register Company here for a while.

USING OIL SPRAY TO KILL PUNCTURE VINES IN VILLAGE

The heavy recent rains have caused puncture vines to sprout up all over town, especially along roads, and because of this fact, City Street Superintendent Jerry Sanborn has launched a campaign to eradicate this pest.

The S.R.A. workmen who are engaged in cleaning the streets of the village are using an oil spray-gun to kill puncture vines along various city streets. Mr. Sanborn is supervising their work.

Company, is vacationing at mile-high Lake Arrowhead.

Virginia is enjoying fishing, badminton, Cris-Craft boating, swimming and golf.



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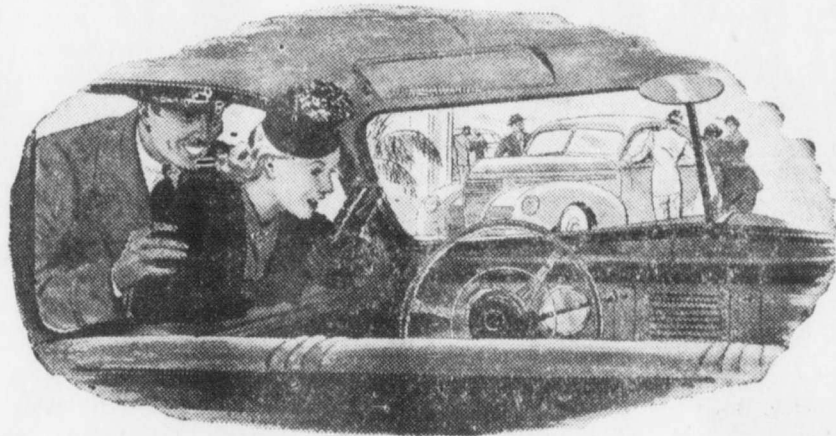
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There's a thrill in buying a new car . . .



. . . there are important plus values in financing your car through Timeplan

There is always a thrill in buying a new car. And there are important plus values in financing your car through Timeplan—plus values which cost you no more, which can frequently save you money.

Bank of America Timeplan is not only automobile financing; it is all-purpose bank credit. When you finance a car through Timeplan (or borrow through Timeplan for any purpose) you establish your credit and enjoy a valuable personal relationship at the Bank of America branch in your own neighborhood.

TIMEPLAN IS ALL-PURPOSE BANK CREDIT
Timeplan loans are available for home building, buying, and modernization . . . Timeplan automobile financing is available through any California dealer for the purchase of any make of car . . . Timeplan home appliance dealers finance appliances of all makes and models . . . Timeplan provides for refinancing and additional cash on your automobile, paid for or not.

When you buy on time be sure you sign on the Timeplan line . . . on the green Timeplan contract. Timeplan is the only financing which gives you statewide bank credit. Timeplan can save you money . . . You need not be a depositor of Bank of America to finance a car or to borrow money through Timeplan.

Bank of America

NATIONAL TRUST & SAVINGS ASSOCIATION

Member Federal Reserve System and Federal Deposit Insurance Corporation

Complete Banking Services . . . Commercial . . . Savings . . . Trust . . . Safe Deposit

A. J. M. GARDINER, Manager

Palm Springs, California



Eliminate Fire Hazards in Palm Springs



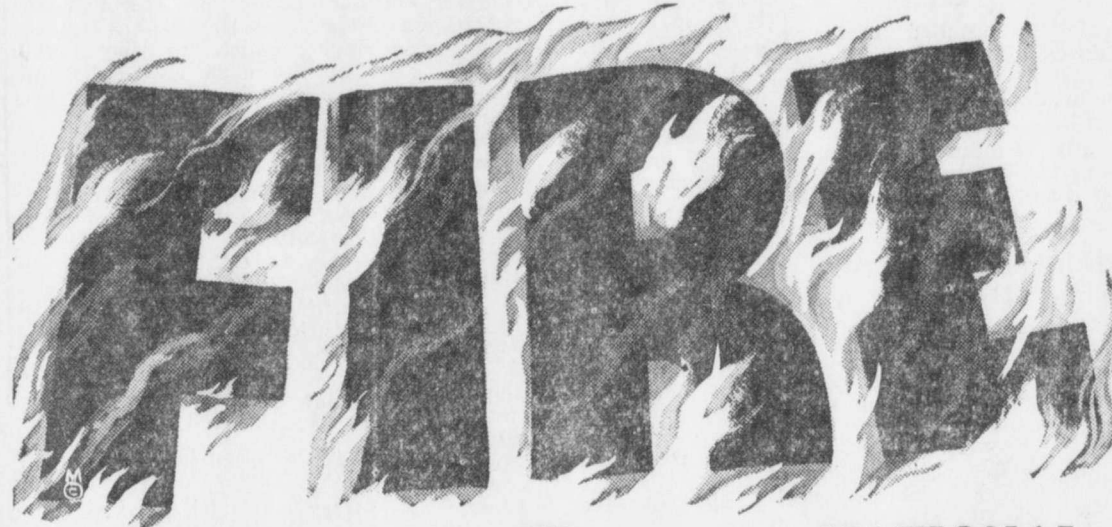
*Fire Can Destroy a
Lifetime's Savings:*

INSURE against such Losses!

• The home you've worked so hard to make your own! The furnishings you just bought! All the family's clothes—fire makes the investments of a lifetime go up in smoke! Only insurance can repay your losses; only insurance can protect you — it doesn't pay to delay getting coverage.

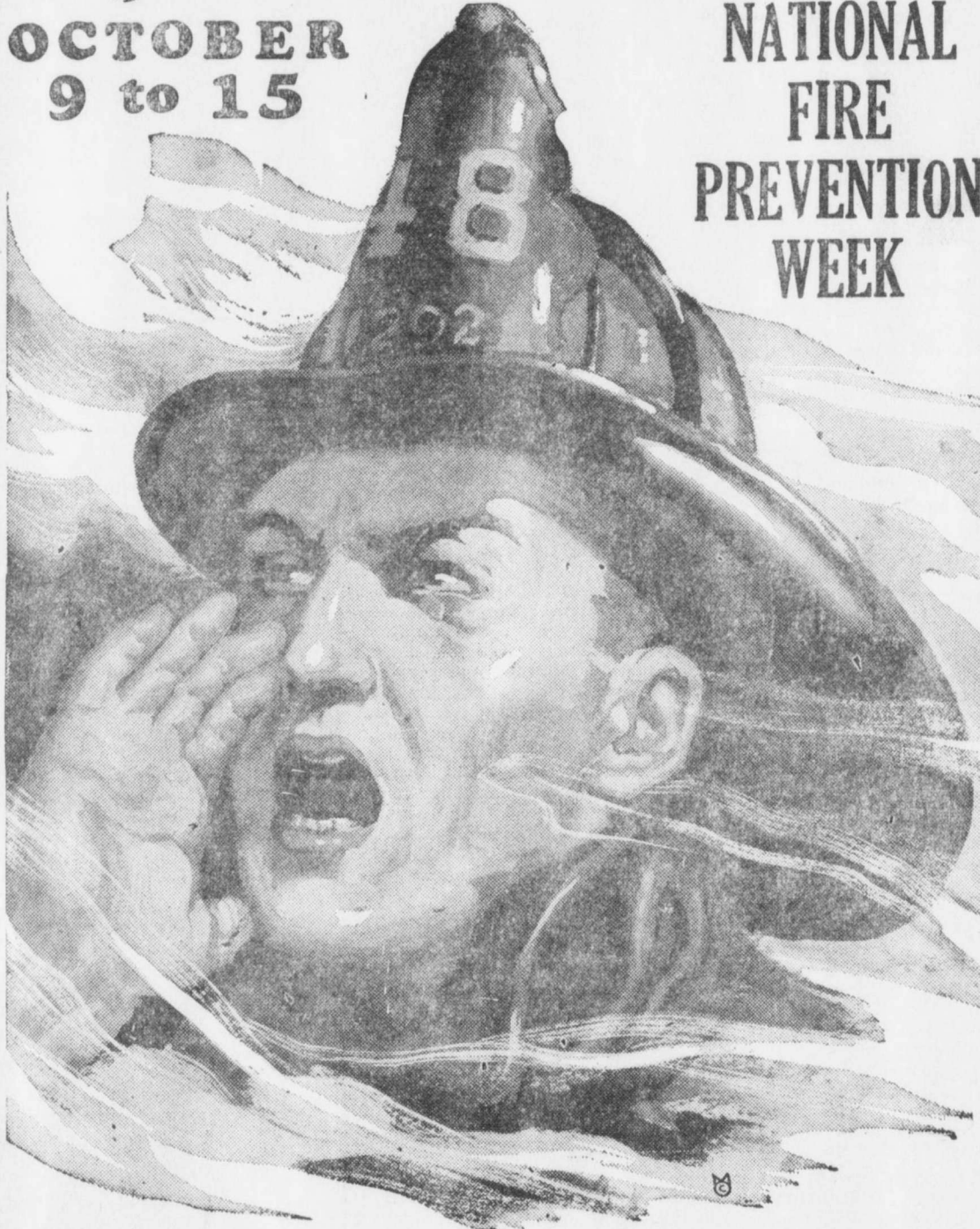
**KOCHER-SAMSON
INSURANCE SERVICE**

Palm Springs
Telephone 3393
OPEN THE ENTIRE YEAR



**OCTOBER
9 to 15**

**NATIONAL
FIRE
PREVENTION
WEEK**



**IT CAN HAPPEN
HERE . . . BUT**

your property need not be a total loss, if your insurance is adequate. Think of the fact that there is a fire in 500 homes daily—that it's always the result of an "accidental" cleaning fluid explosion, curtain catching fire from the stove, or cigarette. You can't afford to be without our low rate fire insurance!

Peter B. Sheptenko

PALM SPRINGS INSURANCE AGENCY

Phone 7366

P. O. Box 4 Palm Springs
457 N. Palm Canyon Drive



*Losses Can Be Insured
Against Inexpensively*

• For a few dollars, your home or apartment effects can be covered with fire insurance for two years! That cost is a mere fraction of the loss you will suffer if FIRE ravages your possessions! Drop into our offices, or let one of our agents call and explain to you — without obligation how inexpensive insurance is, and how numerous are its benefits.



Rufus J. Chapman

Richard W. Haas, Associate

COMPLETE INSURANCE SERVICE

Telephone 4552 — Palm Springs

*They can Fight Fire--
but they can't Pay Losses*

When your home is ravaged by fire you can depend on the fire department to put it out—and you can depend on our companies to pay you for the loss if you are covered by a policy in one of our companies.

Let us explain to you how inexpensive insurance is and how numerous its benefits.

I. S. "MIKE" FLAVIN

— Agent for —
AETNA FIRE INSURANCE CO.
GLENS FALLS INDEMNITY CO.
Opposite El Paseo Building
Telephone 5353 Palm Springs

**Beginning Next Monday, Fire Prevention Week
will be observed in Palm Springs**

Throughout the United States and Canada, this annual observance is timed to mark the anniversary of the great Chicago fire of 1871.

Many of the larger cities will put on a definite campaign of cleaning up menacing fire traps, renewing fire fighting apparatus, instructing school children, and in other ways making the city safer from the red demon. Many smaller towns, too, enlist in the movement through their volunteer departments.

The National Fire Protection Association has found that careless smokers are responsible for a heavy percentage of the fires occurring in cities as well as in the forests. Oddly enough, smoking in bed stands high in the list of causes.

Careless use of matches, faulty wiring, rubbish around buildings, are the chief causes of fire.

The insurance agents whose advertisements appear on this page ask the citizens of Palm Springs to co-operate in preventing fires.



DISCUSS YOUR INSURANCE PROBLEMS WITH

McManus Realty Co.

PIONEER REALTORS IN PALM SPRINGS

Fire and Allied Lines

Representing the

American Eagle Fire Insurance Co.

Palm Canyon Drive

Phone 3694



*A Lifetime's Building
Should Be Protected*

• You've heard of business men being "wiped out"—FIRE CAN MAKE IT HAPPEN TO YOU! We don't mean to be alarmists, but we do want to offer you adequate fire protection insurance at once!

JOHN W. WILLIAMS

GENERAL INSURANCE

North Palm Canyon Drive
Phone 3311

Member Palm Springs Realty Board

Be Careful

• But being careful is not enough. Be insured in a reliable "BOARD" fire insurance company.

— See —

Alvin Herington

General Insurance
In The Plaza
Phone 3666

**Protecting Cathedral City
From Fire Losses**

W. R. HILLERY

REAL ESTATE and INSURANCE BROKER
FIRE and ALLIED LINES

Cathedral City, Calif.

Phone 3417

To Celebrate Aqueduct Completion

OCTOBER 14 WILL SEE
UNVEILING OF PLAQUE
COMMEMORATING FINISH

The completion of the main portion of the gigantic Colorado river aqueduct is to be commemorated on October 14 at the transition structure of the west portal of the San Jacinto tunnel, according to officials of the Metropolitan Water district.

Only a small number of persons will observe the ceremony because of space limitations, but radio broadcasting arrangements are being made so that countless millions can listen in on the occasion.

A large bronze plaque is to be installed and will be unveiled as part of the ceremony, celebrating the completion of the Casa Loma siphon, last phase of the 242-mile main aqueduct.

The last bit of cement for the siphon was poured on September 1. The ceremony is to be witnessed by members of the MWD board and representatives of the 13 member cities.

The ceremony will bring to a close the sixteenth year of work in connection with the planning and building of the aqueduct.

Some of the most important events that have taken place, in connection with the Colorado River aqueduct, during these past sixteen years, are listed below:

October, 1923—Headed by the late William Mulholland, then chief engineer of the Los Angeles Water department, the first surveys were started to find a route for an aqueduct from the Colorado river.

December, 1928 — The Metropolitan Water District of Southern California was officially organized for the purpose of financing, building and operating an aqueduct from the Colorado river to its member units.

September, 1931—The citizens of the cities of the Metropolitan Water district, by a majority of 5 to 1, voted a \$220,000,000 bond issue to finance the construction of the Colorado River aqueduct.

September, 1932—The Reconstruction Finance Corporation purchased the first block of the district's bonds.

December, 1932—First actual construction work was started on the aqueduct, the first construction crews going into the field on Christmas Eve of that year.

May, 1933—Construction of the 13-mile San Jacinto tunnel was begun.

September, 1934 — First concrete lining work was started on aqueduct tunnels.

November, 1934—First open work construction was started for the main aqueduct canals, conduits, and siphons.

January, 1935—Work started on the Monrovia and Pasadena tunnels, the first work on the aqueduct distribution system.

January, 1936 — The 18-mile East Coachella Tunnel, longest on the aqueduct, holed through.

July, 1938—Parker dam completed and placed in operation.

November, 1938—San Jacinto tunnel holed through.

January, 1939—Intake pumping plant placed in operation.

September, 1939 — Completion of construction of main aqueduct.

"Do you love me, darling?"
"You know I do, Harry."
"Harry? My name's Sam."
"Of course! I keep thinking to-day is Monday."

"Check your oil, sir?"
"No thanks, I'm taking it with me."

CHIROPRACTOR

Giving:
Definite light-touch adjustments.

Using:
Modern methods of diagnosis.

Teaching:
Dietetics according to type and condition.

Teaching:
Non strenuous exercises that stimulate the circulation (and aid in a scientifically demonstrable way) ALL ORGANS OF DIGESTION, NERVES, and any or ALL GLANDS OF THE HUMAN BODY.

Private or group lectures on any of the above subjects given upon request.

El Dorado Hotel
Suite 1 and 3
Phone 3400

Dr. A. Indelicato
D. C., Ph. C.N.D.

THE COUNTY AT A GLANCE

HEMET

Mrs. John Stewart of Valle Vista, state treasurer of Woman's clubs, attended the state board meeting of the Federation Friday night at Los Angeles. The board went on record that each member work with the organizations fighting the Ham and Eggs movement in each community. The members also had the privilege of hearing U. S. Senator Taft speak.

PERRIS

"No nation wins a war. It is only a matter of which one loses the least" was the closing remark of Col. John H. Pirie, executive secretary of the County Chamber of Commerce, and former commandant at March Field, in his address to the Perris Valley Lions Club, Tuesday evening.

Col. Pirie, guest speaker of the Perris Lions, stated that the central European powers do not desire a showdown on the western front at this time because of their desire for retrenchment prior to the ultimate clash of arms with France and Great Britain.

The new enactment follows in the footsteps of a measure, introduced by Assemblyman Nelson S. Dilworth and passed by the state legislature, authorizing such permanent reserves.

INDIO

Jack Williams, who led Imperial and Coachella Valley officers a wild chase a few weeks ago when he stole a big Greyhound bus from the bus station in Brawley, merely smiled when Judge Roy D. McPherrin, of El Centro, last week sentenced him to San Quentin for a term of from one to ten years.

Williams was captured near Oasis by State Highway Patrolman Wesley Patton and Officer Harold Simpson, of the Indio police department, after they had pursued the bus, traveling at a 65-mile clip, more than five miles.

The officers fired numerous shots into the bus before Williams was brought to a halt with a slight flesh wound in his left arm. In Imperial he had run through several police barricades.

Examination in Indio indicated Williams was intoxicated and also had been using a narcotic.

BLYTHE

Nearly \$50,000 will be spent during the next month by the Nevada-California Electric corporation for improvements and additions to the local substation, Roy Scudder, manager, revealed recently.

The expenditure will increase the capacity of the Blythe power plant approximately three times, allowing for growth and increased demands of consumers, he said.

For Sale Tile House

EASY TERMS. Will take lot for part payment.

1 bedroom, screen sleeping porch, living room, dinette, kitchen and bath.

PRICE
\$3500

VERY LITTLE CASH DOWN.
BALANCE LIKE RENT

— SEE —

John W. Williams
BROKER

North Palm Canyon Drive
Phone 3311
Member Palm Springs Realty Board

CORONA

Corona, the city that brought soapbox derby racing to Southern California, may become the center of soapbox racing in this district if plans can be carried out by the Corona Lions and the Business Men's association, it was revealed at the BMA meeting last week.

Attention was called to the fact that Corona boys won most of the prizes in the recent Enterprise Soapbox derby and that this group of boys was organized into the "Flying A" club by O. A. Bissett a year ago. The boys race at many soapbox derbies.

SAN JACINTO

Gain of nine students since the opening day has placed San Jacinto high school's enrollment at 172, an all-time record high. Superintendent D. B. Lucas reported this week. The opening day enrollment was 163. Last year at this time 152 students were enrolled.

Divided by classes, the enrollment is as follows: Seniors 45, juniors 45, sophomores 35, freshmen 47.

Jimmy Cooper Back; 1st Trailer Chronicle Out About Nov. 1

James E. "Jimmy" Cooper, publisher of the Trailer Chronicle and popular member of the local Lions Club, arrived back in the village Monday from a summer at Hermosa Beach. Mr. Cooper announced this week that the first issue of his Trailer Chronicle will be published about November 1.

Mr. and Mrs. Cooper and children spent the summer at the beach in their house trailer. He was employed in a menu printing office in Los Angeles.

Dorothy and the children arrived back on the desert two weeks ago, Jimmy said.

Mr. Cooper's Trailer Chronicle is a neat little tabloid mimeographed weekly publication that covers the news of the local trailer parks.

EL REY HOTEL OPEN FOR SEASON

The H. J. Warners have returned for the season and have opened the El Rey Hotel, 245 North Palm Canyon Drive.

The Warners are starting their fifth season as operators of the El Rey Hotel. They lease the hotel from Charles Henebry.

Martyr: A believer in things worth dying for.

HELENE S SPORT TOGS

Hand Painted Creations

Featuring Glick's
Custom-Made Slacks

NOW LOCATED

— at —

278 N.O. PALM CANYON DRIVE

Formerly at
Pacific Building

EL MIRADOR Beauty Salon

NOW OPEN

ALL LINES OF BEAUTY CULTURE

SALLY SERPA, Mgr. PHONE 255

Palm Springs vs. Imperial Tonight

At eight o'clock tonight the Palm Springs high school officially opens its football season when the Indians tangle with the Imperial high school eleven on the lighted gridiron at the city of Imperial in what will be a grudge battle on the part of the village outfit.

Last year in a tight game the Imperial lads nosed out Palm Springs 6 to 0, and so tonight the Indians are out for blood. The game last year was anybody's until the final gun was sounded.

The starting line-up for Palm Springs tonight will be as follows:

Left end—Bill Hall.
Left tackle—Don Pendery.
Left guard—Harold Tuchfarber.
Center—Adair Warden.
Right guard—Glenwood Tomkins.

Right tackle—Ray Sorum.
Right end—Joe Pawling.
Right half—Steve Levi.
Quarterback — Edison McDaniel.

Left halfback—Carl Gilmore.
Fullback—Stanley Craig.
Substitutes for Palm Springs will be as follows: Bud Foster, Henry Lotz, Gordon Shaw, Walter Colglazier, Alfred Scriven, Allan Hall, Grant Johnson, Ralph Gilmore, David Etchason, Gene Morgan, Bob Moore, Norval "Bill" Kelley, Bob McGonable, and Bill Wilson.

Many first-string players are among this list of subs.

CREGAR'S INDIAN SHOP IN VILLAGE MOVES TO NEW LOCATION

R. Bruce Cregar this week reopened his Cregar's Indian Trading post here in the village for the season at a new location.

This year the Indian shop will be located on Palm Canyon Drive opposite The Desert Inn, in the building occupied last season by Ernest Hinkley, the florist. For several seasons past Cregar's Indian Trading Post has been located in the Grove Building.

Mrs. Frank Doro, wife of the foreman at the Nevada-California Electric, and daughter of R. Bruce Cregar, will be in charge of the trading post again this season.

MRS. FORWARD HAS SAN DIEGO GUESTS

Mrs. Martha Forward, charming owner of the Nooks Apartments, has as her guests this week, Mr. and Mrs. Leonard H. Brown and daughter, Sharon, of San Diego.

Monday the party motored to Crestline to spend a few days at Mrs. Forward's cottage.

The Public's Health By R. L. KAUFMAN, M. D. County Health Officer

This is an age of sun worship.

As soon as the warm weather sets in with the coming of summer, there starts out a race to see who can get the best sun-tan that will cover almost the entire body. Makers of bathing suits and sun suits and play suits seem to have become aware of this fad, as witness the styles that have been created. Those who go to the beaches feel somewhat out of place if their skin happens to be below par for accepted standards of tanning. They are immediately marked as tenderfeet.

There's a good reason for all of this. A well tanned skin does have a healthy athletic appearance. Such a skin which has absorbed a goodly amount of the ultra violet light of the sun has increased powers of fighting off skin infections. Besides, the sun does have an invigorating effect upon the entire system, and is a real stimulant.

However, one should go about tanning with caution and common sense. To lie around at the beach or in the sun with the idea of acquiring a tan in one day is apt to lead to serious results. What happens is a good case of sunburn, which can be very mean and require medical aid. The sun should be taken like medicine, in small doses to begin with, and gradually increasing.

The sun can be just as depressing as it is stimulating. Too much of it at one time, to a person not used to it and in a weakened condition, may lead to heat exhaustion. If the weather happens to be very warm with a high humidity, this condition may even occur in strong people, like those doing outside manual labor. Heat exhaustion starts out with weakness, dizziness, nausea, headache and rapid pulse. At this stage, one should get out of the sun and get into a cool room, wear light clothes and drink plenty of water.

If this is not done, the symptoms become worse and a condition of heat stroke develops. The temperature is very high, and convulsions and unconsciousness follow. Medical aid is very important as death may result in one day. Some of the measures used to fight this condition are ice packs over the body, cold enemas and brisk rubbing of the body.

In long heat waves, we all read and hear of cases of death from

heat stroke and exhaustion. Most of us can prevent this by remembering a few simple rules. These include avoidance of direct sunlight, wearing a head covering, drinking plenty of water to which is added salt in the amount of a teaspoon to a quart or two, and light foods.

Mothers and nurses who take small children out for a sunning should never let baby go without a hat. If you want to know

why, just put your hand on baby's head when it isn't covered on a hot day, and feel how hot it is. It will help you understand why humane owners of work horses sometimes place a straw hat with a wet sponge on dobin's head in hot weather.

Doctor: Your husband will never be able to work again.

Missus: I'll go tell 'im. It will cheer him up!

For Food Vaues....

Do Your Shopping

- AT -

DeVine's Market

INDIAN AVE. AND AMADO ROAD

INDEPENDENT MARKET

Groceries

Best Meats

Fresh Vegetables

CASH and CARRY

Open 'Til 10 P. M. Nightly

PARKING SPACE

Less work to do
-because the kitchen keeps cleaner!

Clean range, spotless kitchen—it's easy to have both with modern gas appliances. Today's gas ranges have many features to save scrubbing! Top burners don't clog. They're simple to set, so that boil-overs may be avoided. This reduces vapors that tend to discolor walls and curtains. And broilers are smokeless.



CONSIDER THE ADVANTAGES
OF THESE APPLIANCES, TOO



GAS REFRIGERATION—silent and wear-proof! Servel Electrolux freezes without moving parts. That's why it makes no noise, has no friction, no vibration, this year or 10 years from now!



AN AUTOMATIC GAS FURNACE will keep your house at the right degree of warmth, for the hours you set. Controlled humidity eliminates dryness. Venting prevents dampness on walls.



HOT WATER WHEN YOU WANT IT—and the way you want it. An automatic gas water heater furnishes gallon after gallon of hot water quickly—at the temperature you like.

ENJOY these grand gas appliances
in your own home. Visit a dealer or
SOUTHERN CALIFORNIA GAS COMPANY

Your Servant
Natural Gas
CLEAN • QUICK • ECONOMICAL

King's Drug Installing Soda Fountain

Contractor Bill Marte and his men went to work Tuesday morning on the enlargement of King's Cut Rate Drug, Palm Canyon Drive, in the Grove building, which is installing a fountain.

Homer King, proprietor of the establishment, is taking over the room north of his drug store, occupied last season by Cregar's Indian Trading Post. The partition between the two rooms has been removed, almost doubling the size of the drug store.

A soda fountain will be installed in the new part of the store. It will be ready about Oct. 15. Mr. King will operate the fountain himself and will serve sandwiches and cold lunches.

P. S. Postmaster Notified of Drive For Marine Recruits

According to word received this week by Postmaster R. M. Gorham, the Presidential order increasing the U. S. Marine Corps by approximately 7,000, making the total strength 25,000 men, has forced the Marine Corps Recruiting station located in the U. S. Post Office, Temple and Main Streets, Los Angeles, into an intensive drive for new enlistments. This information was received by the Palm Springs postmaster from Major George D. Hamilton, recruiting officer. In view of these facts the following changes have been made:

1. Men without prior service, from the ages of 18 to 30 years are enlisted immediately if in good health, unmarried, and able to obtain good character references.

2. Ex-Marines, who have been out of the service for less than four years are reenlisted, and reappointed to the rank held on the date of last previous discharge.

3. Ex-army, Navy, and Coast Guard men are enlisted up to 35 years of age.

4. Dental requirements have been lowered. Men who have poor occlusion, or minor dental defects may be enlisted if their mouth is otherwise healthy, and there is no immediate dental attention required.

5. A new "stream lined drill" has been adopted, and the old "squads right" abolished. Since this new type drill has been placed in use it is possible to train a recruit in a maximum of 20 days, without loss of efficiency.

6. Members of the Fleet Marine Corps Reserve (men transferred to Reserve after 16 or 20 years' service) may be assigned to immediate active service upon their own request.

7. Recruiting stations have been opened in Fresno and San Diego, and in Phoenix, Arizona. The recruiting district headquarters for these stations is in Los Angeles. Applicants accepted at the new stations are furnished transportation to Los Angeles where the enlistment is completed. From Los Angeles they are transferred, without delay, to San Diego for training, and further transfer to general service.

PAVNY'S TRAILER MART OPENS FOR SEASON

Mr. and Mrs. M. M. Pavny returned to the village recently from a summer at the beach and have re-opened their well known Pavny's Trailer Mart for the season.

The Pavnys spent the summer at "Cardiff by the Sea," where they operated a trailer sales lot. They report that they enjoyed a very successful season on the coast.

Pavny's Trailer Mart is located on Palm Canyon Drive just south of the Tahquitz creek bridge. There one will find a large stock of used house and luggage trailers and trailer supplies.

Want has often whetted the keen appetite of will-to-do.

Ward's Camera Shop

IS OPEN FOR ANOTHER SEASON

CARRYING A COMPLETE LINE OF CAMERAS

Priced from \$1.00

— Also A Supply of Fresh —

KODAK and MOVIE FILM

8-HOUR SERVICE IN KODAK FINISHING

OUR BUSINESS IS DEVELOPING

233 North Palm Canyon Drive

Bowling Them Over In Palm Springs

NEWS OF THE PALM SPRINGS BOWLING ACADEMY

By HARVEY BARDO

Weather cooling off nicely, the boys are rounding in condition on the local alleys with several over the coveted 200 circle in the past few days.

So far the "Red Hot Boys" in the lead are Art Rumstaed with 234, followed by Todd Tomlinson with 226, 214, 208, Percy Lafferty with games of 229, 224, 203, 224, McCutchen 219, Jerry Sanborn 203, Bill Seaton 221, 211, 202, Doc Nourie 203, Marv Sales 223, Police Officer Jacobson along with 211, Mort Pierson 200, J. Miller 213, Milt Hicks after playing baseball all the summer, started the season with a neat 213, and Harv Bardo 211, 226.

Our ladies are fast getting the bowling arms and figures in condition, nearly ready for the ladies' league, which should start about Oct. 10. You will see some very clever color schemes in ladies' bowling costumes on the alleys this year, as rumor has it.

Billie Tomlinson is leading the ladies so far with a sweet 226, which is hitting them in any ladies league. Bobbie Seaton not only sells real estate but rolls a good game, recently banging out a 196 game. Jane Charle, for a girl just starting, rolled a nice 198. So come on girls let's get going.

All you women who have any desire to bowl in the coming ladies' league, just express your desire, and we will place you on a team. As all teams are handicapped all will have an even chance.

Special awards are being planned for the ladies, such as cash prizes, 200 score bowling medals, a beautiful large gold bowling trophy for the winning team, and weekly merchandise prizes.

The management has provided many trophies and prizes for the bowlers—a large trophy for men's winning-team sponsor, a cash prize of \$50.00 for a perfect 300 game, an award of \$25.00 in merchandise for a score of 275 or better, and the 250-score medals.

Local business men are very generously cooperating with weekly merchandise prizes, which are available to both ladies and the men. Business people who wish to string along with these weekly prizes will please get in touch with the alley operators for more information.

Sunday the Palm Springs men's team tackled San Bernardino in the afternoon and Redlands in the evening. Palm Springs trimmed San Bernardino very handily, rolling better than 2800 to win for a three-game total. Jerry Sanborn paced the Palm Springs team with a beautiful total of 650, which is nice going. With this class of bowling Palm Springs will be heard from.

Redlands took our boys over the hurdles for three games in the evening matches — so 'nuff said about that. These games were played out-of-town.

On Wednesday, Oct. 4, Palm Springs bowlers entered one of the strongest bowling leagues on the Pacific coast, to be known as the Citrus Belt Classic League. The league is composed of the picked teams of the following cities: Redlands, Banning, Palm Springs, two Pomona teams, three San Bernardino teams, two Riverside teams, two March Field teams. These matches will be rolled each Wednesday evening. Of the thirty-three games Palm Springs will roll 14 home games.

Prize money in this league will amount to over \$2200.

The Palm Springs men's league will start October 9, and a big year is expected. So far we have 18 sponsors for teams, and wish to advise all bowlers planning to bowl to register before the teams are filled and league completed.

All bowlers are eligible regardless of ability, as the league will be a handicap. This is a fine opportunity for newcomers to bowl and get acquainted.

Meeting Tonight of Men's League Men's league bowlers will meet tonight, October 6 and arrange

Cub Scout Meeting Friday, Oct. 13

An important meeting of the adult executive committee for Palm Springs Cub Scout Pack 39 has been called for Monday night, Oct. 9, 7 p. m., at the Community church. Plans for the coming season will be formulated.

On the committee are the following: A. J. Jenner, Homer Jenkins, Harry N. Williams and Harold Barkow.

All Cub Scouts who registered last spring, all boys between the ages of 9 and 12 who are interested in Cub Scouting, and parents of boys of Cub Scout age are urged to attend this meeting. Plans for the season will be made.

Sequoia Bungalows Officially Open For Season

The well known Sequoia Bungalows, 339 S. Belardo Road, which was recently purchased by Mr. and Mrs. Walter Woolhouse of Los Angeles, opened officially for the season Sunday, Oct. 1. Mr. Woolhouse reports that he has a number of advance reservations already.

Mr. and Mrs. Woolhouse and their family came to Palm Springs from Los Angeles, where they also own rental property. They own a home here in Via Escuela, which they now seek to rent since they will live this season at the Sequoia Bungalows. The Woolhouses spent last season in Palm Springs.

Mr. and Mrs. Woolhouse have three children in local schools, Dorothy Mae in the Frances S. Stevens school, Mildred June in the Nellie N. Coffman junior high and Muriel Frances in the new Palm Springs high school. All three children attended school here last year.

The Walter Woolhouses purchased the Sequoia Bungalows from Inez Haines, the former owner. The charming bungalows have been redecorated.

the schedule, elect league officers, etc.

The local high school and junior high school plan a league. Many of the school lads are interested in bowling and we advise all interested to come in and register at the Bowling Academy.

This would be an afternoon league, bowling under the same conditions as the men's league.

All those interested in a Catholic league, will please help work up the interest. See the Academy manager, or get in contact with Father O'Connor.

For all bowling leagues register at the Palm Springs Bowling Academy.

Local Officers Converse With Florida Via Police Radio

The radio equipment in the police car of the Palm Springs police department is so efficient and powerful that local officers patrolling the sands of the desert can carry on a two-way radio conversation with patrolmen in a police car in the city of Hollywood, Florida—and this has been done a number of times this fall.

The radio equipment of the Palm Springs police department was all overhauled and some replacements were made this summer. The two-way equipment in both station and car are now in first class condition. KQAS are the call letters of the local police radio station.

The following letter from the city of Hollywood police department, Florida, tells how well KQAS, Palm Springs, comes in at that far-away city.

City of Hollywood, Florida Police Department—WQNL Sept. 28, 1939.

Mr. William O'Brien, Chief Radio Technician, KQAS, Palm Springs, California. Dear Sir:

We wish to acknowledge receipt of your letter of the 22nd instance. I answered it verbally at 6:40 p. m., E.S.T., this date via radio, talking both to your headquarters station and car one. The reception here of both was very good. Our car also received the transmission.

All of our equipment was manufactured by Fred M. Link, New York City. The main transmitter—type 15 UBX, 20 watts power; the car transmitters—type 10 UBX, 10 watt power; all crystal controlled.

Thanks for writing and we hope to hear from you again.

Sincerely,

LERROY PEARSON, Desk Sergeant.

Officers of the local police department have also talked with Bradenton, Florida, via the two-way radio apparatus.

MAX RANSOM MAY NOT RETURN TO DESERT. ACCORDING TO RUMOR

Word was received here this week that big, jovial M. M. "Max" Ransom, owner of the Desert Fuel Service, probably will not return to Palm Springs this season.

It is reported that Mr. Ransom is working for an oil company in San Diego. Mr. and Mrs. Ransom have been living at the border metropolis all summer.

Assuredly Mr. Ransom is now negotiating the sale of his Desert Fuel Service on East Andreas Road.

A wife paid a surprise visit to her husband's office, and, creeping up behind him, put her hands over his eyes.

"Guess who it is?" she asked gleefully.

"Stop fooling," was the reply, "and get out those letters."

Many Guests at Palm Springs Hotel

Registered this week at the Palm Springs Hotel are "Hy" Gardner, columnist of the Brooklyn Eagle; Bryan Foy and Charles Riesner of Warner Bros. Studio in Burbank; Dr. and Mrs. Frank Horsfall, Seattle; Dr. and Mrs. Victor P. Diederick, Hot Springs, Arkansas; and Mr. and Mrs. Daniel W. Burbank, he a prominent attorney for the Associated Indemnity Insurance Co. of San Francisco.

Also registered were Ray Hallor, Hollywood; C. J. Nellany, insurance agent from Los Angeles; Joseph L. Lysle, San Diego; M. E. Hulse of Hulse Import Co., San Francisco; Miss Mary Jane Johnson and Nancy Jane Davis, Los Angeles; Mr. and Mrs. George W. Davis, Hollywood; and Mr. and Mrs. Grier, Los Angeles.

First Golfer: "Shall we play another round next Monday?"

Second Golfer: "Well, I was to be married on Monday, but I can put it off till Tuesday."

A colored preacher at the close of his sermon discovered one of his deacons asleep. He said: "We will now have a few minutes of prayer. Deacon Brown will lead." "Lead," said Deacon Brown, suddenly awakening, "I just dealt."

BACK AGAIN AT THE CHI-CHI BAR

{ JOHNNY HORACE }
{ NED STANFIELD }

THIRD YEAR IN PALM SPRINGS

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Try it

You'll know it's FIRST in all-round performance with economy the moment you drive it!

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You'll know it's FIRST in dollar value—the economy leader—the biggest buy in the lowest price range!

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Dear Friend

We are here to serve you through the year.

We can supply all apartment and hotel needs.

We have a complete stock of merchandise.

We guarantee prices to any comparison.

We invite you to come in and look us over.

Respectfully,

L. F. Jumper

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CLASSIFIED ADS

★ LOST FOUND FOR RENT FOR SALE HELP WANTED BARGAINS ★
Legal Notices - Real Estate - Opportunities

For Sale

FOR SALE—Exceptionally well built house on lot 75x135. Completely furnished. \$3850. Easy terms. SEE THIS. RABBETH & FULTON, Realtors, next Standard Oil Station. Phone 4567. s10

FOR SALE—New modern bathroom cabinets; equipped complete, including automatic water heater, joined to any house for complete utility service. Delivered \$10 down, terms. P. O. Box 522, Palm Springs. s9-tf

TRAILERS of all makes for sale at Pavy's Trailer Mart, Palm Springs.

FOR SALE—Bedstead, spring and mattress. Nearly new. \$20. P. O. Box 184. s10

FOR SALE OR RENT—Trailer. Apply at Hatchitt Court office or phone owner. 6952. s10p

FOR SALE—China cabinet, solid walnut, separate section for linen. Also white enameled ice box. Good condition. Box 929, Palm Springs. s10

FOR SALE—1926 Ford coupe. Good conditions. 1680 San Jacinto Way. s10tf

For Rent

FOR RENT FURNISHED—2 and 3-room apartments, \$30 to \$55 per month. Tile baths and refrigeration. Utilities furnished. 1563 N. Palm Canyon Dr. s10

FOR RENT—\$35-\$50 per month. Each cottage on acre in "Araby Section." L. Hohl, Box 1056. Phone 7894. Courtesy to brokers. s8

FOR RENT

2-bedroom house, \$500 for season. Rear apartment \$275. Call Mike Flavin, Harold Hicks' office. Phone 5353.

FOR RENT—Modern 5-room home in Cabazon, No. 2515, on highway, furnished; water paid, \$20.00 month. Otto C. Meeks, Cabazon. s8-10p

FOR RENT—Large new room; twin beds; private entrance; toilet and shower. Very reasonable. Phone 5911.

INEXPENSIVE ROOMS—Very neat, clean and comfortable. Special rates by the month. ANDREAS INN, 138 Andreas Road. s6-tf

FOR RENT—3-bedroom stucco home at Banning, furnished or unfurnished. Reasonable. Inquire at Maloff's Dept. Store, South Palm Canyon Drive, Palm Springs. s7tf

FOR RENT—Furnished cottages, \$25 up per month. Naley's Court, Cathedral City. s7-tf

FOR RENT—2-bedroom house, furnished. \$500 for the season. Wonderful view. 1680 San Jacinto Way. s10tf

FOR RENT—Two rooms with adjoining bath. Separate entrance. Accommodations for 3 working girls, \$15 each per month. Close in, Phone 5311. s10

For Rent

FOR RENT—\$50. Reduction for cash. Cottage close-in, living room, bedroom, kitchen, bath. \$320 season. \$270 if paid in advance. RABBETH & FULTON, Realtors, Next Standard Oil Station. Phone 4567. s10

FOR RENT—Large, sunny room in private home for employed lady. Private bath and entrance, \$25 per month. Garage if desired. Close in. 595 Calle Palo Fierro in Santa Rosa Tract. Phone 7913. s10p

FOR RENT—ROOMS. Inquire Jack Huntley at Plaza Garage. Phone 3737. s10p

Work Wanted

WORK WANTED—LANDSCAPE GARDENER wants work. Reliable man, year around resident; work guaranteed. Call Mrs. Smith at telephone office before 9 a. m. s8-13p

WORK WANTED—Call E. A. Matthews, local LANDSCAPE GARDENER for seeding of your lawn and caretaking. All work guaranteed; also first quality fertilizer, \$3 per sq. yd. delivered. Phone 5388, 1020 N. Indian Avenue. s9-11p

EXPERIENCED HOUSEKEEPER—Cooking and any kind of housework. Reference. Phone La Jolla 3915. Write 7612 Eads Ave., La Jolla, Cal. s10-13p

WORK WANTED—Highly qualified young couple want job on guest ranch or will work in town separately. Also experienced in restaurant work. Wife is experienced cook, salad dept. or waitress. Man: bus boy, fountain counterwoman, waiter. Write E. Cravens, Gen. Del., Palm Springs. s10p

EXPERIENCED COOK AND HOUSEKEEPER—Prefers cafe cooking. Reference. Phone La Jolla, 2674. 7634 Eads Ave., La Jolla, Cal. s10-13p

Miscellaneous

WANTED—\$2500 security mortgage on \$10,000 auto court. Will pay 7%. Phone 6966 or write Box 114, Cathedral City. s9-10

TRAILERS WANTED—Used trailers of all descriptions wanted. PAVNY'S TRAILER MART, 1 mile south on Palm Canyon Drive. s10tf

IS YOUR TRAILER FOR SALE? See Pavy's Trailer Mart, 1 mile south on Palm Canyon Drive. s10tf

HOUSES OPENED—Wash windows, scrub floors, vacuum rugs, general cleaning, etc. Excellent character references. D. O. Dunlap, Hatchitt's Auto Court, Phone 7500. s10

LEAVING for Livingston Montana, Oct. 10; return in about 2 weeks. Passing through Salt Lake City. Can take passengers to share expenses. Harry Mann at 22 Rifle Range, Box 564, Palm Springs. s10

FOR RENT

Beautiful Home in Banning 4 bedrooms, 2 baths. Furnished complete. 2 acres of garden. Ready for occupancy on 24-hour notice. — See or Write —

BANNING REALTY CO.
 130 W. Ramsey St.
 Banning Phone 4044

\$1800 For ENTIRE SEASON

Ranch house with 4 bedrooms and 2 baths. Large living room, dining room, rumpus room, screened porch and sun-deck. All nicely furnished, complete with linens. Double car garage. Large lot.

Call Lindop at Beverly Hills Oxford 8019

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Legal Notices

NOTICE OF INTENDED SALE
 Under Section 3440 Civil Code of the State of California

NOTICE IS HEREBY GIVEN:
 That BERNICE RANSOM, Vendor, whose address is 3206 Redwood Street, in the City of San Diego, County of San Diego, State of California, intends to sell to CAROLYN D. WALLS, Vendee, whose address is 252 Octilio, in the City of Palm Springs, County of Riverside, State of California, the following described personal property, to-wit:

All stock in trade, fixtures, equipment and good will, buildings, truck, trailer, etc., and lease of a certain fuel business known as "Desert Fuel Service" and located at 271 East Andreas Road, in the City of Palm Springs, County of Riverside, State of California, and that a sale, transfer and assignment of the same will be made, and the consideration therefor will be paid at 10:00 o'clock A. M. on Thursday, the 12th day of October, 1939, at the escrow department of the Bank of America National Trust and Savings Association at 10 A. M. in the City of Palm Springs, in the County of Riverside, State of California.

DATED September 19th, 1939.
 BERNICE RANSOM, Vendor.
 Carolyn D. Walls, Vendee.

NOTICE OF INTENDED MORTGAGE
 Under Section 3440 Civil Code of the State of California

NOTICE IS HEREBY GIVEN:
 That CAROLYN D. WALLS, Mortgagor, whose address is Post Office Box 910, in the City of Palm Springs, County of Riverside, State of California, intends to mortgage to BERNICE RANSOM, Mortgagee, whose address is 3206 Redwood, in the City of San Diego, County of San Diego, State of California, the following described personal property, to-wit: Equipment, fixtures, truck, trailer, and buildings located on the Agua Caliente Indian Reservation, in the City of Palm Springs, including a certain fuel business known as "Desert Fuel Service" and located at 271 East Andreas Road, in the City of Palm Springs, County of Riverside, State of California, and that an executed mortgage of the same will be delivered and the consideration therefor paid at 10:00 o'clock A. M. on Thursday, the 12th day of October, 1939, at the escrow department of the Bank of America National Trust and Savings Association, at 168 North Palm Canyon Drive, in the City of Palm Springs, County of Riverside, State of California.

DATED October 2nd, 1939.
 CAROLYN D. WALLS, Mortgagor.

STATEMENT OF THE OWNERSHIP, MANAGEMENT AND CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of The Desert Sun, published weekly at Palm Springs, California, for October 1, 1939.

State of California } ss.
 County of Riverside }
 Before me, a Notary Public, in and for the State and County aforesaid, personally appeared Carl Barkow, who, having been duly sworn according to law, deposes and says that he is the owner of The Desert Sun, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
 Publisher: Carl Barkow, Palm Springs, California.
 Editor: Harold Barkow, Palm Springs, California.
 Managing Editor: Harold Barkow, Palm Springs, California.

Business Manager: Ronney Malandra, Palm Springs, California.

2. That the owner is:
 Carl Barkow, Palm Springs, California.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:

Citizen's National Trust & Savings Bank of Riverside.

CARL BARKOW, Owner.
 Sworn to and subscribed before me this 27th day of September, 1939.
 RUFUS J. CHAPMAN, Notary Public.

Plans for Improving Local Streets Told in Councilman Pershing's Report

At the city council meeting Wednesday night of this week Councilman Frank E. Pershing, chairman of the street committee of the council, created a sensation when he read the long and voluminous report of the street committee.

The report outlined clearly the recommendations of the committee concerning work that is needed on local streets and bridge paths. Following is the complete report as presented to the council this week.

REPORT OF THE STREET COMMITTEE

October 4, 1939.

Major improvements, including curbs, surfacing, drainage, etc., have been virtually completed on Indian avenue from Baristo Road to Alejo Road, and include Arenas Road, Tahquitz Drive and Andreas Road from Indian avenue to Palm Canyon Drive. The prompt cooperation of most of the property owners and of Supervisor Dillon and his crew and equipment in this undertaking was largely responsible for the ultimate satisfactory results.

For the past few weeks we have had the aid of S.R.A. employment, thanks to Mr. Hitchcock of Riverside, the general superintendent of this district. We have thus been able to begin the "mopping up" process on Indian avenue, and to start a general clean-up of tumble weeds, refuse, etc., throughout the city. Many property owners have cooperated with us and have already cleaned their property, and most large real estate and sectional subdividers have answered our call and started a general tumbledweed and refuse "hoe down" on their properties. The city will be able to put some trucks in action to pick up some of the debris, but the legion of civic-minded persons who have individually helped and are continuing to, are hereby cordially thanked.

The committee reports that our street cleaning department, consisting of Harry Lotz and others is now on the job and doing a good one. In this regard we studied the disposing of the street refuse the past year and it was very unsatisfactory from a sanitary, health and desirability standpoint. Harry Lotz had to cart all of his sweepings to the City Disposal Plant personally in his own car most of the winter. This necessitated many trips per week to the dump and back and the Committee recommends that he, Harry Lotz, be paid a gasoline consumption and service fee of \$15.00 per month; and as there is nothing in the City Garbage Contract to call for the City Garbage Contractor hauling this away, that this is the best and most efficient method of disposal and solution of the problem, at least at this time.

The street committee recommends the following equipment be purchased by and for the city of Palm Springs:

1 1/2-ton dump truck.
 Water tank (to fit on truck) and equipped with sprinkler and hose connection, and
 Maintainer—Diesel or gas.

These recommendations are made with a clear view of the city finances at present and in the future and a definite hope that taxes and other sources of direct personal tax income may be reduced; but, as a city, some things are necessary to the benefit, health and efficiency of all, so the committee recommends this proposal of street equipment be referred to the Finance Committee for a report as to what might be purchased in the coming year and to confer with Street Superintendent Sanborn, who has prices, terms, etc., from various companies for this equipment. The committee requests an early report from the Finance Committee and a discussion by the council on this equipment pursuant to the Finance Committee's report.

In this regard I am unofficially informed that all work done with any of the above requested equipment, on streets of major importance, can be charged, on the present authorized basis, against the gas tax fund and thus facilitate payment of the equipment.

The Street Committee further recommends, and requests as a program of work to be done this coming year that:

1. Funds be given for the removal of all excess dirt and subsequent grading on Indian avenue.

2. Holes filled and seal coat on Grand Via Val Monte.

3. Holes filled and seal coat on North Indian avenue from Tamarisk Road to Canebreaks Road.

4. Grade and shape all streets where there is enough gravel to warrant it, when possible.

5. Trim trees on Palm Canyon Drive, Tamarisk Road, and Indian avenue.

6. Clean, clear and extend Ramon Road Bridge Path to the

Ramon Road from Palm Canyon Drive to the entrance road to Tahquitz Falls and believe this can be graded in the near future.)

Many of the things mentioned above have been done, through funds available, but the Committee realizes that as desirable as it is to accomplish our program, for the ensuing year, we will probably have to go into a "rid-dle" with the Finance Committee if the Council believes the above program should be accomplished, insofar as possible.

(Signed)

FRANK E. PERSHING,
 Chairman.

*Completed.

JOURNALIST MEDBY VISITS VILLAGE

Roy Medby, popular villager and editor of the Palm Springs News for several seasons, was in Palm Springs on Tuesday of this week.

Mr. and Mrs. Medby and children are living at Idyllwild at the present time. They rented a cabin at Idyllwild for the summer.

Mr. Medby states that his plans for this season are indefinite. He may return to Palm Springs this winter.

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- Specializing in Two-Tone Shines.
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Announces

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Third Successful Season

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105464—Ten-tube super-heterodyne with Rotor Wave-magnet Aerial, Radiorgan, Automatic tuning, Big Black Dial, Outer Circle R. F. Circuit, Television Sound Connection, 10 inch Speaker, receives American, foreign broadcasts, police, amateurs, aviation, ships. 41 1/2 inches high. Luxurious walnut finish cabinet.

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RATES

For Classified Ads

RATES FOR CLASSIFIED ADVERTISING—When full payment for one or more classified ads is made in ADVANCE, the cost is two cents per word for the first insertion with a minimum of thirty-five cents for the first insertion of any one ad. Subsequent consecutive insertions run at the rate of one cent per word with a minimum of twenty cents per ad. ABOVE RATES EFFECTIVE ONLY WHEN PAID IN ADVANCE.

Customers having active charge accounts at our office may have classified advertising charged to their accounts.

The Desert Sun

Prominent Corp. Attorney to Address Lions

Henry Coil, prominent corporation attorney of Riverside and attorney for the Nevada-California Electric Corporation, will deliver an address before the next luncheon meeting of the Palm Springs Lions Club, Thursday noon, Oct. 12, at the Palm Springs Hotel. Francis Crocker will be chairman of the day.

Attorney Coil is a fluent speaker, and is considered one of the finest speakers in Southern California in the field of government.

Important Meeting Held to Study Traffic Problems

At a joint meeting of the Palm Springs Police Commission and of the safety committee of the city council held Tuesday morning for the purpose of studying and discussing local traffic problems and regulations, a number of important changes in the ordinance to be recommended to the city council for adoption were formulated. Mayor Philip Boyd and Chief W. H. Bishop were also present at the meeting.

The recommendations formulated at the meeting will be embodied in an amendment to the present traffic ordinance, and will be presented to the council at a future meeting.

The possibility of eliminating some of the traffic signs was discussed. These signs are said to be confusing. It was suggested that dip, peed and other warnings would be more effective if painted on the street rather than on signs as they are at the present time.

Make Suggestions

Other plans and recommendations discussed were as follows: Reduce the two-hour parking area in the downtown district to three blocks — Palm Canyon Drive from Amado to Tahquitz and Andreas Road between Indian avenue and Palm Canyon Drive. Clamp down on the local store owners and employees who insist on parking their cars all day long in the congested downtown area. To allow parking on both sides of Andreas Road this season. Print "Dip," "Slow," "Caution," "Speed" zone signs, etc., on pavement whenever practicable. Seek co-operation of local truckers to do their heavy hauling along the following route—Indian avenue to Amado Road, Amado Road to Palm Canyon Drive, and on north via Palm Canyon Drive; the same route would be followed in reverse when trucking south (this would keep heavy trucks out of the downtown area). That police officers be instructed to be very courteous to guests in the village when enforcing traffic regulations.

Saturation Point Of Cocktail Bars Reached Here

According to an unofficial report received here this week, Palm Springs has reached the saturation point in the field of cocktail bars, at least insofar as the state of California is concerned.

An unconfirmed report here yesterday stated that William Bonelli, member of the State Board of Equalization, has said that no more new on-sale distilled spirits liquor licenses will be issued in the Palm Springs area, as the saturation point has been reached and passed. Only renewals will be granted, it is claimed.

The State Board of Equalization will only issue a certain number of liquor licenses for each one thousand population, and it is claimed that as far as population goes too many have been issued here already.

Kenny Paul Leases Shop at Moss Bros. Chevrolet Co.

Kenny Paul has leased the garage and shop at Moss Brothers Chevrolet Company and Gilmore Station, and has charge of all mechanical work. Mr. Paul is the smiling auburn-haired mechanic who has greeted the customers at Moss Brothers for the past two years. He has made quite a hit here also as a singer.

Jack Moss is still the owner of the station, and he will continue to have charge of the Chevrolet Agency and Gilmore Service.

Arriving in the village Thursday evening were Mr. and Mrs. Ashton Clark of Saratoga, to occupy their home on Belardo Road for the winter.



George A. Housman, who resides at 416 S. Patencio Road, is back in the village.

Helen Lois, Los Angeles socialite, is visiting here at the home of Miss Mary Davis.

Mr. and Mrs. S. F. Taylor returned to the village this week after spending the summer in Los Angeles.

Back again for another season are Mr. and Mrs. Joe Levie. They spent the summer in Santa Monica.

Mr. and Mrs. Harry A. Anderson have returned to their home in the Indian Trail Tract for the season.

Warren Pinney, prominent Palm Springs civic leader, was in the village this week. He has returned to Los Angeles.

Mrs. Vaux White and Miss Olive Nelson, both of Balboa, were visiting Jane Charle at Helene's Beauty Salon this week.

Mrs. Monte Monhollen is back in town and will resume her work on October 14 at Desmond's in the alteration department.

Paul Lukas and Gilbert Roland were seen sipping sodas at the Plaza Pharmacy one day this week.

Miss Gladys E. McClure, 349 Via Altamira, secretary for the Whitewater Mutual Water Company, has returned for the season.

Commander Thales S. Boyd and Maurice McCann will motor to Imperial tonight to attend the football game — Palm Springs High School vs. Imperial High.

Mrs. Mae Hotelling was the guest of honor at a birthday dinner at the Palm Springs Hotel Tuesday evening, given for her by a group of her friends.

Mr. and Mrs. Robert Bernon of Cleveland, Ohio, are spending the winter in the village at the home of their daughter, Mrs. Maury Pavy of Pavy's Trailer Mart.

Lee Miller of Morongo Valley has been surveying the course for the pipeline to bring water to the E.W.A. Peake hacienda in Tahquitz Park. The house is being constructed by William Marte.

New Health Officer On the Job in Palm Springs

Nathan Bossan, a new county health officer for this area, went on duty in Palm Springs this week. His office will be located at the city hall.

Mr. Bossan has had two years in the Los Angeles County Health office. He and P. T. Jones of the county health office at Riverside were introduced to the city council Wednesday night by Councilman Frank V. Shannon. Mr. Bossan went to work here this week.

The county, and the cities of Palm Springs, Indio and Banning are all co-operating in paying Health Officer Bossan's salary. He will in turn make health inspections in these three cities and for the county in this area outside of the incorporated cities. He will live and make his headquarters here.

The Tourist Dollar...

(Continued from First Page)

motion," said Mr. Cutler, who added, "the widespread interest in disseminating the gospel of the innumerable exclusive virtues that Palm Springs has to offer to that part of the world, not directly affected by the international situation, is manifested here through my cordial contacts with both small and large business interests."

"Travel bureaus route and direct about 95 percent of the traveling public to their destination and return, by giving the tourist the necessary data on accommodations, points of interest to visit, maps, illustrated literature and mileage charts. International Traveldata, during its world-wide surveys, gathers pertinent and unbiased information for ready-reference use by over forty thousand trained travel consultants in nearly 12,000 travel, routing and information bureaus in the three Americas. These bureaus answer approximately 10,250 questions per minute every day of the year," Mr. Cutler concluded.

Margaret Cree Returns to Palm Springs

Realtor Raymond Cree motored to Balboa on Monday and returned to Palm Springs Tuesday with a much improved in health Margaret Cree in the car with him. Mrs. Cree has been convalescing at the beach from an operation that she underwent this summer in the Riverside Community Hospital.

Mrs. Cree has now moved into the Cree ranch home near Cathedral City for the winter. She is much improved in health and gets into the village almost every day. She and Mr. Cree frequently dine in one of the cafes of the village.

Juvenile...

(Continued from First Page)

a. m., Friday, Sept. 29, and an all-points bulletin was immediately sent out on the teletype. Later the same day local police received word that Buxton and Pazsky had been stopped at the Ehrenberg, Arizona, highway checking station, just across the state line from Blythe.

Later the two fugitives were brought back into California by the Riverside county deputy sheriff at Blythe and lodged in the Blythe jail. They gave their names as Pete Kaderski and George Burton to officer at the Arizona border patrol station.

The U. S. marshal at Phoenix came to Blythe and picked up the two lads and removed them to a Phoenix jail. Meanwhile the Riverside county sheriff's office wanted them brought to Riverside for prosecution, local police assert; and at the same time Palm Springs authorities were demanding that they be sent back to them.

Chief of Police Bispham and his department finally won the battle of "who gets the fugitives" and they were returned to Palm Springs at 1:00 p. m. today by a deputy U. S. marshal from Phoenix, Arizona, and are now lodged in the local jail.

When the two boys will be brought before Judge Albert R. Hoffman, has not as yet been announced.

During the week-end local police learned from the teletype that Pete Pazsky, 15, and George Buxton, 15, who answered the description of these boys, had ascended on the night of Sept. 27 from a juvenile home at Bakersfield. It was reported that they might be driving a brown Willys sedan.

With this to go on, Palm Springs police began a search for an abandoned car answering the description and found it on Tahquitz Drive west of Palm Canyon Drive. The license number was the same as that given on the teletype.

Gertrude McMahan's Beauty Salon Now Open

Gertrude McMahan's Beauty Salon, located at 192 South Palm Canyon Drive, next to Valentine's Pharmacy, is now open for the season, with the same efficient personnel who had charge last year.

One of the principal features of this establishment is the facial department, with Miss Frances Lane in charge. Miss Lane came here from the East, and is well trained in her work.

Each year Miss McMahan brings something new and different in permanent waving. She is featuring a method that is especially suited to fine and difficult hair.

Miss McMahan has a beauty salon on Wilshire Boulevard in Los Angeles, and established her beauty shop here two years ago chiefly for her Beverly Hills and Hollywood patrons who winter in Palm Springs.

Helene's Shop Moves to New Location

Helene's Shop, formerly located in the Pacific Building, has been moved to 278 North Palm Canyon Drive, in the room formerly occupied by Dr. Burger, next to the Palm Springs Date Market.

Miss Aileen Stephens is the owner of the shop, and this is her third season in Palm Springs. She features sports togs, hand-painted creations, Glick's Slacks that slenderize, made to order and all styles original; hand knits, western wear, suedes.

CULVER NICHOLS ATTENDS COUNTY PLANNERS MEET

Culver Nichols, county planning commissioner, was in San Francisco last week to attend the state convention of county planners. Meetings were held on Treasure Island to discuss various phases of county planning.

SEEN..... Here and There

Mrs. Harriet Henderson walking about in the village and looking very well despite her serious operation this summer.

Councilman Frank Shannon planting a lawn at his Vaughan Arms Apartments.

Mr. and Mrs. Charles Bender of the B-Bar-H Ranch shopping in Palm Springs.

Frank Bennett of the Deep Well Guest Ranch very much interested in what was going on at the council meeting.

Mr. and Mrs. Jim Geggie back in the village.

Ralph Nesmith coming out of the Peter Pan Pastry Shoppe with a very large bag of cookies and munching one as he started down Palm Canyon Drive.

Roy Medby talking with a friend.

An employee of Simpson's Radio and Frigidaire Shop making deliveries in Simpson's new panel truck.

Maurice McCann and Thales Boyd in front of the Palm Springs Drug discussing tonight's high school football game at Imperial.

Lloyd Simon greeting old friends in the postoffice.

Willis Durand Redlands Laundry New Manager Here

Willis Durand is the new Palm Springs manager of the Redlands Laundry, located near the Bowling Academy opposite the police and fire station.

The Redlands Laundry has been established here for the past thirteen years, serving this community in laundry and dry cleaning service. Mr. Durand came here from Redlands, and E. Kent Rose, former manager here, has been transferred to the Redlands office.

LA CITA RESTAURANT OPENS FOR SEASON OCTOBER 12

Gaskell, Gaskell and Allen announced this week that a newly-painted and redecorated La Cita restaurant will open for the season, Thursday, Oct. 12.

La Cita, one of the most popular eating establishments in the village, is located at 391 South Palm Canyon Drive and is owned by Florence and Bernice Gaskell and Ruth Allen. These fine ladies also own and operate the Edington Restaurant at Hollywood, which was open all summer and where they enjoyed a very successful season.

The charming Miss Bernice Gaskell came back to the village this fall wearing a beautiful 4-karat diamond, which would seem to indicate an engagement.

The ladies Gaskell, Gaskell and Allen, traveled extensively this summer. They took in both the San Francisco Exposition and the New York World's Fair, and their travels also included Canada and Mexico.

Nite Spot and Indio Nine in Grudge Battle

The crack nightball club of the Nite Spot Cafe of Palm Springs will tangle with the Indio Merchants nine under the arcs at the Field Club tonight in what gives promise of being one of the toughest battles on the local nightball card. The affair is scheduled to get under way at eight o'clock.

Indio will be out for blood tonight, hoping to erase the smart of last week's defeat handed them by the Nite Spot. Last Friday night the Nite Spot knocked over Indio to the tune of 5 to 2 at the Field Club. Henry Allen, pitcher for the Nite Spot, was the star of the game, pitching 16 nifty strikeouts during a stellar performance.

One of the largest crowds of the season attended the game last Friday night here.

"Do you love me, darling?" "You know I do, Harry." "Harry? My name's Sam." "Of course! I keep thinking today is Monday."

Desmond's to Open Here Next Week

Desmond's exclusive men's and women's shop opens in The Plaza next week, Saturday, October 14, with Barney Hinkle, the manager, in charge.

Desmond's will again feature exclusive Palm Springs styles for men and women, and will carry a larger stock than ever before. Last season the store was greatly enlarged, taking up all of the southwestern part of the huge Plaza.

Mr. and Mrs. Hinkle traveled throughout the East this summer, and visited both the New York and San Francisco Fairs. He is the president of the Palm Springs Chamber of Commerce.

A colored preacher at the close of his sermon discovered one of his deacons asleep. He said: "We will now have a few minutes of prayer. Deacon Brown will lead." "Lead," said Deacon Brown, suddenly awakening, "I just dealt."

Realtor McManus Assumes Role of Style-Setter

Austin G. McManus, prominent village realtor, seems to be assuming the role of style-setter this fall as he is oft seen along Palm Canyon Drive these days in his new English-type shorts outfit—and looking very well too.

Mr. McManus picked up the suit this summer while vacationing at Bermuda. This stylish Bermuda costume consists of brown shoes and socks, brown khaki trunks and a striking green sport shirt.

Realtor McManus is bringing Bermuda to Palm Springs—and making a success of it.

It's going to be five times as easy on the voter at the approaching special election, November 7, as at last year's November general election.

At least this comparison will prevail from the standpoint of the size of the ballots, pointed out County Clerk G. A. Pequignat.

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